

Personal Hygiene in Indonesia

Industry Report | 2025-08-28 | 40 pages | MarketLine

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Report description:

Personal Hygiene in Indonesia

Summary

Personal Hygiene in Indonesia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Personal hygiene market includes retail sales of anti-perspirants & deodorants, soap, and bath & shower products. Anti-perspirants & deodorants segment covers all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. Soap segment includes both bar soap and liquid soaps. Bath & shower products segment includes bubble baths, as well as bath-time washing gels and lotions. It also covers non-liquid bath additives such as bath bombs, beads, and salts. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Indonesian personal hygiene market recorded revenues of \$1,306.1 million in 2024, representing a compound annual growth rate (CAGR) of 5.5% between 2019-24.
- Market consumption volume increased with a CAGR of 5.4% between 2019-24, reaching a total of 1,423.8 million units in 2024.
- The Indonesian personal hygiene market experienced healthy growth during the review period (2019-24), driven by higher consumer focus on hygiene, demand for natural and premium products, and the rise of online sales. The growth forecast is aligned with the country's broader economic performance, with the US Bureau of Economic Analysis reporting real GDP growth of 5.0% in 2024, which reflects stable economic conditions and continued consumer confidence.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the personal hygiene market in Indonesia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in Indonesia
- Leading company profiles reveal details of key personal hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Indonesia personal hygiene market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Indonesia personal hygiene market by value in 2024?
- What will be the size of the Indonesia personal hygiene market in 2029?
- What factors are affecting the strength of competition in the Indonesia personal hygiene market?
- How has the market performed over the last five years?
- Who are the top competitors in Indonesia's personal hygiene market?

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