

# Deodorants in the Philippines

<https://marketpublishers.com/r/D0CE9CC5C1EEN.html>

Date: July 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: D0CE9CC5C1EEN

## Abstracts

Deodorants saw strong growth in current value and retail volume terms in 2022 as COVID-19 related restrictions were eased and consumers returned to face-to-face social contact in the workplace and in leisure scenarios, while many people returned to sport and fitness activities. During the periods of most severe restrictions when consumers were largely confined to their homes demand for deodorants dropped but with COVID-19 fears subsiding in 2022 consumer confidence started to return and with it...

Euromonitor International's Deodorants in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Deodorants market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### DEODORANTS IN THE PHILIPPINES

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Deodorants thriving as consumers become more active again while demand focuses on skin whitening properties

Local and international brands are present with deodorants still full of potential

Deodorant powders present new options for consumers some of whom are looking to avoid products featuring potassium alum

#### PROSPECTS AND OPPORTUNITIES

Brands are focusing on an ingredient-led positioning for new product developments in the forecast period.

Deodorant sprays is the category to look out for thanks to dual-purpose usage

More education is needed to promote the benefits of deodorant sprays while e-commerce set to win further share

#### CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2017-2022

Table 2 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Deodorants: % Value 2018-2022

Table 5 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 7 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

### BEAUTY AND PERSONAL CARE IN THE PHILIPPINES

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Deodorants in the Philippines

Product link: <https://marketpublishers.com/r/D0CE9CC5C1EEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D0CE9CC5C1EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970