



Deodorants in Indonesia

April 2024

Table of Contents

Deodorants in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Disappointing performance in 2023, alongside consumer concerns about skin discoloration

Increasing demand for natural deodorants, as well as new formats

Unilever sees decline in sales in face of anti-Israel boycotts

PROSPECTS AND OPPORTUNITIES

Healthy outlook expected, thanks to development of new formats

Rising demand for more natural and safer options

Players will pursue new market segments, with Nivea introducing a new addition to its Hijab line deodorants

CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2018-2023

Table 2 - Sales of Deodorants by Category: % Value Growth 2018-2023

Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Deodorants: % Value 2019-2023

Table 5 - LBN Brand Shares of Deodorants: % Value 2020-2023

Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 7 - Forecast Sales of Deodorants by Category: Value 2023-2028

Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Beauty and Personal Care in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 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 2018-2023

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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