



Deodorants in Taiwan

April 2024

Table of Contents

Deodorants in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers demand convenient products, with small pack sizes becoming popular

The rise of natural and eco-friendly options in deodorants

Nivea leads, offering a trusted brand portfolio that is widely available

PROSPECTS AND OPPORTUNITIES

Deodorant sticks are to become an increasingly popular format

Product innovation focuses on effectiveness and scent to drive growth

Natural, plant-based and safe ingredients are widely embraced

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 Taiwan - 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/deodorants-in-taiwan/report.