



# Deodorants in Japan

April 2024

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## Deodorants in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Competition becomes fierce as sales continue to rebound

Leveraging collaborations to boost brand awareness

The concept of femcare appears in deodorants

#### PROSPECTS AND OPPORTUNITIES

More time spent outside the home and global warming will contribute to solid growth

Products that protect against sweat and odours will be able to differentiate from fragrance products

Products with concepts of hair care and skin care will attract attention

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