



# Deodorants in Peru

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Low retail value growth as economic conditions challenge sales during 2024  
Unilever Andina Perú SA leads deodorants, while Procter & Gamble Perú SRL improves its share  
Small local grocers continue to lead, however, ground is lost to modern retailers

PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by deodorant pumps and sticks, which offer ease of application  
Affordable sachet formats are expected to drive growth for deodorant creams  
Innovations are set to focus on a dermocosmetics, offering skin care benefits to consumers

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Beauty and Personal Care in Peru - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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