



Deodorants in Malaysia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers show a stronger preference for deodorants with natural/organic ingredients amidst the emerging clean beauty trend
Beiersdorf outperforms rivals through constant launches of deodorants promoting enhanced efficacy
Price promotions and interesting selections draw consumers of deodorants to health and personal care stores

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Beauty and Personal Care in Malaysia - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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