



Euromonitor  
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# Deodorants in Taiwan

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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

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### SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/deodorants-in-taiwan/report](http://www.euromonitor.com/deodorants-in-taiwan/report).