

# **Deodorants in China**

May 2025

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# Deodorants in China - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Slow growth for a small category Increasing fragmentation as the share of the smallest players sees growth Although warehouse clubs rises, retail e-commerce continues to dominate

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Skin care expected to be increasingly incorporated in deodorants Children's deodorants likely to offer growth opportunities Trend towards fragrance-inspired deodorants anticipated

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