

Deodorants in the Philippines

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorants thrive as consumers return to active lifestyles, with focus on fragrance mists and offerings with skin whitening properties
Consumers look to avoid aluminium-based products
Local and international brands vie for share

PROSPECTS AND OPPORTUNITIES

Product development will drive growth, as brands focus on an ingredient-led positioning
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DISCLAIMER

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