Deodorants in Taiwan

April 2024

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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