

# Deodorants in Hong Kong, China

June 2023

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## Deodorants in Hong Kong, China - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Deodorant sprays continues to drive value sales Exercise habits help drive growth of deodorants in 2022 Fragrance emerges as one of the most significant need states in deodorants

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Natural ingredient formulations expand into deodorants Deodorant roll-ons gain attention due to convenience and portability, driven by increasing popularity of exercise and active lifestyles

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