

# Deodorants in the Netherlands

April 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Quite stable demand despite price hikes  
Deodorant sprays remains the dominant format  
Players try to offer improvements to justify higher prices

#### PROSPECTS AND OPPORTUNITIES

Positive outlook driven by population growth  
Some challengers may cede space to Unilever  
Limited impact of new formats in deodorant creams

#### 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 the Netherlands - 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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