



# Deodorants in Laos

June 2026

Table of Contents

## Deodorants in Laos - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Deodorants Summary

### INDUSTRY PERFORMANCE

Lao Consumers Drive Growth with Lifestyle-Driven Products

Deodorant Roll-Ons and Sprays Lead Growth Driven by Skin Care and Freshness Benefits

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

### WHAT'S NEXT?

Fragrance-Led Innovation to Drive Engagement and Loyalty among Consumers

Deodorant Roll-Ons and Sticks to Lead Growth Supported by Skin-Friendly and Anti-Stain Benefits

Social Media and Affordability to Fuel Discovery and Sales Conversion across Formats

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Top Players Strengthen Dominance through Brand Loyalty and Distribution

Procter & Gamble'S Old Spice Expands through Premium Positioning and Retail Presence

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

### CHANNELS

Traditional Retail Remains Dominant as Convenience Retailers Gain Urban Traction

Chart 7 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 8 - Economic Context for Deodorants

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 11 - Consumer Context for Deodorants

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Laos - Industry Overview](#)

### EXECUTIVE SUMMARY

2025 Developments

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

Mass and Premium Segments Grow, Driven by Affordability and Clean Beauty Focus

Chart 16 - Pond's Hydra Miracle Ultra Light Biome Gel Cream  
Skin Care and Baby Products Lead as Multifunctional Daily-Use Products Surge  
Chart 17 - BeNice Bloom  
Thai Brands Accelerate Growth with Barrier-Boosting Skin Care Innovations  
Chart 18 - Srichand Expands  
Chart 19 - Value Sales 2020-2030  
Chart 20 - Volume Sales 2020-2030  
Chart 21 - Value Sales by Category 2025

#### WHAT'S NEXT?

Affordable Multifunctional Products to Propel Category Expansion Amid Economic Caution  
Skin Care to Maintain Dominance While Baby and Child Care Surges  
Natural, Multifunctional Product Demand to Reshape Consumer Choices and Retail Strategies  
Chart 22 - Forecast Value Sales 2020-2030  
Chart 23 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Top Players Consolidate Leadership through Portfolio Breadth and Distribution  
Emerging Thai Brands and Product Innovation Drive Growth and Open New Opportunities  
Chart 24 - Company Shares 2025  
Chart 25 - Brand Shares 2025

#### CHANNELS

Retail Offline Sustains Dominance as Modern Grocery Formats Expand Reach  
Social Commerce and Digital Trends Elevate E-Commerce'S Indirect Influence  
Chart 26 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care  
Chart 28 - Real GDP Growth 2020-2030  
Chart 29 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care  
Chart 31 - Population 2020-2030  
Chart 32 - Consumer Expenditure 2020-2030  
Chart 33 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

## 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-laos/report](http://www.euromonitor.com/deodorants-in-laos/report).