Euromonitor International

Deodorants in Jordan

July 2026

Table of Contents

Deodorants in Jordan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Strong Market Growth Supported by Rising Employment and Disposable Income
Deodorant Sprays Lead in Value While Sticks Show Strongest Performance
Chart 1 - Long-Lasting Protection as Jordan’s Consumers Prefer Strong Performance
Talabat Mart and Dumyah Boost Digital Sales with Fast, Convenient Access
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Population Growth and Rising Self-Care Fuel Deodorant Demand
Deodorant Remain the Largest While Sticks Lead Value Growth
Digital Engagement and Longevity Claims Reshape Consumer Behaviour
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Colgate-Palmolive Shape Market Dynamics through Shifting Shares
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Leadership While E-Commerce Is Growing Fast
Digital Transformation and Convenience Reshape Deodorants Retail Landscape
Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Deodorants
Chart 11 - Real GDP Growth 2020-2030
Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Deodorants
Chart 14 - Population 2020-2030
Chart 15 - Consumer Expenditure 2020-2030
Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Jordan - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Rising Digital Engagement Drives Value Growth and Consumer Sophistication

Hair Care Leads Value Sales While Deodorants Leads in Growth
Pantene and Dior Harness Digital Journeys to Transform Consumer Experience
Chart 17 - Digital Consumer Journey Directs Jordan’s Beauty & Personal Care in 2025
Chart 18 - Value Sales 2020-2030
Chart 19 - Volume Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Youthful Consumers and Urban Expansion Drive Value Growth
Hair Care Leads Value While Fragrances Leads Growth Momentum
Digital Engagement and Premiumisation Reshape Business Strategies
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Reinforce Their Lead through Portfolio Strength and Distribution
Mass Beauty Brands Leverage Affordable Innovation and Digital Promotion to Drive Growth
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Grocery Stores Lead Beauty and Personal Care Retail
Digital Engagement Propels Retail E-Commerce Growth and Reshapes Consumer Purchasing Behaviour
Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care
Chart 27 - Real GDP Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care
Chart 30 - Population 2020-2030
Chart 31 - Consumer Expenditure 2020-2030
Chart 32 - 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-jordan/report.