

Deodorants in Hong Kong, China

May 2022

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Deodorants in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Increased attention and frequency of general population to exercise helps drive growth

Clean beauty brands enter to help recruit new consumers and widen the audience

Importance of gender-specific deodorants remains, as men look for efficient products with a masculine scent

PROSPECTS AND OPPORTUNITIES

Stable growth in the forecast period as exercise habits expected to stay even after the pandemic

Expected increase in demand for niche brands, with increased attention to the fragrance of deodorants

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DISCLAIMER

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