

Deodorants in Singapore

May 2022

Table of Contents

Deodorants in Singapore - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

A return to school and hybrid working lead to increases across deodorant formats

The category adopts the clean beauty angle by offering aluminium-free and kaolin clay alternatives

Deodorant brands seek to differentiate themselves through marketing and relying on specific properties

PROSPECTS AND OPPORTUNITIES

Deodorant creams and wipes are gaining awareness, but adoption of these formats is negligible

A growing number of parallel importers will translate into a comparatively sizeable selection of deodorants

CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2016-2021

Table 2 - Sales of Deodorants by Category: % Value Growth 2016-2021

Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2016-2021

Table 4 - NBO Company Shares of Deodorants: % Value 2017-2021

Table 5 - LBN Brand Shares of Deodorants: % Value 2018-2021

Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2018-2021

Table 7 - Forecast Sales of Deodorants by Category: Value 2021-2026

Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2021-2026

Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2021-2026

Beauty and Personal Care in Singapore - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

Chart 1 - Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

Chart 2 - Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-singapore/report.