

# Deodorants in the Netherlands

May 2022

Table of Contents

## Deodorants in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Deodorant sales rebound as society returns to a greater normality  
Black & White variants encourage trading up  
Expansion of brands with natural ingredients to meet growing demand

#### PROSPECTS AND OPPORTUNITIES

Solid value growth expected for deodorants in forecast period  
Deodorant cream category to make its mark as sustainability concerns rise  
E-commerce sales to strengthen as young consumers demand fast delivery

#### 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 the Netherlands - 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

## 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).