

Deodorants in Indonesia

April 2024

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Deodorants in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Disappointing performance in 2023, alongside consumer concerns about skin discoloration

Increasing demand for natural deodorants, as well as new formats

Unilever sees decline in sales in face of anti-Israel boycotts

PROSPECTS AND OPPORTUNITIES

Healthy outlook expected, thanks to development of new formats

Rising demand for more natural and safer options

Players will pursue new market segments, with Nivea introducing a new addition to its Hijab line deodorants

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DISCLAIMER

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