

# Deodorants in Malaysia

April 2024

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## Deodorants in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spray format leads growth, followed by roll-ons in 2023  
Serums gain ground as players focus on skin-brightening  
Natural trend informs innovation, and perfumed variants expand

#### PROSPECTS AND OPPORTUNITIES

Roll-ons and sprays will see greatest activity, while pack sizes continue to shrink  
Discounts and promotions anticipated to remain crucial sales-drivers  
Hybrid products will become more prevalent, offering skin care benefits

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