

Deodorants in Taiwan

April 2024

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Deodorants in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers demand convenient products, with small pack sizes becoming popular

The rise of natural and eco-friendly options in deodorants

Nivea leads, offering a trusted brand portfolio that is widely available

PROSPECTS AND OPPORTUNITIES

Deodorant sticks are to become an increasingly popular format

Product innovation focuses on effectiveness and scent to drive growth

Natural, plant-based and safe ingredients are widely embraced

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