



Deodorants in Indonesia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Deodorant sprays sees the most dynamic growth due to convenience and efficacy
Despite a falling share, Unilever maintains its lead, while Lion continues its rise
The rise of e-commerce continues as consumers purchase from live-streams

PROSPECTS AND OPPORTUNITIES

Sales of deodorant sprays set to overtake those of roll-ons
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Halal deodorants set to grow as many consumers follow Islamic values

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Beauty and Personal Care in Indonesia - Industry Overview

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DISCLAIMER

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