



Deodorants in Bangladesh

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Import Dependency, Price Pressures and Counterfeit Products Drive Value Decline Despite Sustained Consumer Relevance

Chart 1 - A New Wave of Fragrances

Digital Engagement Expands Product Discovery and Influences Purchase Behaviour across Channels

Counterfeit Products Weaken Consumer Confidence and Place Sustained Pressure on Category Performance

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Wellness and Daily Usage Set to Support Steady Category Expansion

Rising Perfume Prices Expected to Accelerate Consumer Migration to Deodorants

Preference for Long-Lasting and Natural Formulations Set to Reward Transparent Brands

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Shift Shares Amid Evolving Brand Dynamics

Trading Companies Shape Brand Promotion and Influence Competitive Dynamics

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution as In-Store Fragrance Testing Limits E-Commerce Growth

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Deodorants

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Deodorants

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Bangladesh - Industry Overview

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Growth Remains Steady as Affordability Pressures Shift Demand Towards Local Brands and Reshape Purchasing Behaviour

Chart 18 - Regulation & Transparency: ACI Baby Soft

Daily Beauty Habits Expand Consumption as Lifestyle Shifts Increase Demand across Consumer Segments

Chart 19 - Lifestyle Driven Beauty: Lily by Remark

Asian Formulations Reshape Expectations as Demand for Natural, Mild and High-Efficacy Products Rises

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Rural Expansion and Local Brand Investment Set to Drive Steady Category Growth

Chart 23 - Analyst Insight for Beauty and Personal Care

Evolving Routines Expected to Drive Demand for Specialised and Asia-Influenced Products

Counterfeit Risks Projected to Reinforce Demand for Trusted Channels and Affordable Formats

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals Maintain Leadership as Local Brands Gain Share through Value Positioning

Local Manufacturing and Value-Led Innovation Intensify Competition in a Stable Market Structure

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Offline Retail Remains Dominant While Digital Channels Expand Gradually

Social Commerce Expands Influence by Reshaping Engagement and Product Discovery

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-bangladesh/report.