



Euromonitor
International

Deodorants in Paraguay

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Reduction in Smuggling Boosts Growth in Deodorants

Dove Leads Innovation with Skincare-Focused Deodorants

Chart 1 - Deodorants Are Shifting From Odour Protection to Skin Care

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Deodorant Sprays Lead Sales, While Creams Expand

Brands Innovate with Natural Formulations to Capture Health-Conscious Consumers

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Strengthens Dominance through Strategic Brand Positioning

Innovation in Skincare Benefits Drives Product Differentiation and Market Growth

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead, While Warehouse Clubs Grow Rapidly on Price Appeal

E-Commerce Remains Niche, but Poised for Growth among Urban Consumers

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 Paraguay - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Cross-Border Shopping Drives Premium Growth Amid Local Sales Recovery

Chart 17 - Efficacy and Innovation Are Key Market Drivers

Fragrances and Men's Grooming Expand through Asian Influence and Climate Adaptation

Chart 18 - Asian Influence Is Gaining Popularity

Reduction in Smuggling Elevates Local Sales and Warehouse Club Prominence

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Paraguayan Consumers Shift to Formal Retail, Boosting Local Sales Growth

Fragrances to Lead Value Sales, While Men's Grooming Set to Expand Rapidly

Technology Expected to Reshape Consumer Engagement

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Maintain Their Leadership through Focused Strategies

Innovation and Emerging Arabic Fragrances Drive Growth and Open New Market Opportunities

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Small Local Grocers and Pharmacies Maintain Dominance Amid Shifting Consumer Behaviour

Warehouse Clubs Surge as a Decline in Smuggling Reshapes Retail Landscape

Retail E-Commerce Remains Niche yet Poised for Growth

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-paraguay/report.