Deodorants in the Philippines

Description:
Deodorant roll-ons continue to dominate deodorants with a value share of 42% in 2014, with deodorant sprays in second position with a value share of 31%. Being the first deodorants format introduced into the Philippines, consumers are accustomed to it, with many maintaining a preference for deodorant roll-ons despite the later introduction of new formats such as deodorant sticks and deodorant creams.

The Deodorants in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Deodorants market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market’s major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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August 2015

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