



Euromonitor  
International

# Deodorants in Argentina

April 2024

Table of Contents

## Deodorants in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers cut down on deodorant to save costs, challenging results  
Deodorant creams benefit from unisex offerings, considered economical  
Unilever partners with local company Parallel to enhance its distribution model

#### PROSPECTS AND OPPORTUNITIES

High price points continue to challenge the landscape in the early forecast period  
Private label unlikely to gain ground as barriers to entry remain high  
The future of Procter & Gamble remains uncertain in deodorants in Argentina

#### CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2018-2023  
Table 2 - Sales of Deodorants by Category: % Value Growth 2018-2023  
Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023  
Table 4 - NBO Company Shares of Deodorants: % Value 2019-2023  
Table 5 - LBN Brand Shares of Deodorants: % Value 2020-2023  
Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023  
Table 7 - Forecast Sales of Deodorants by Category: Value 2023-2028  
Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028  
Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## Beauty and Personal Care in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

#### MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## 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-argentina/report](http://www.euromonitor.com/deodorants-in-argentina/report).