



Euromonitor
International

Deodorants in Thailand

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Nivea and Rexona Redefine Consumer Expectations with Skin Care-Led Launches

Female Roll-Ons Gain Momentum as Skinification Drives Premiumisation

Fragrance and Longevity Reshape Brand Loyalty and Trade-Up Behaviour

Chart 2 - Heat-Resilient, Long-Lasting Protection Drives Deodorant Loyalty in Thailand

Chart 3 - Analyst Insight for Deodorants

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Thai Shoppers Will Drive Roll-Ons Growth by Demanding Visible Results

Performance and Skin Safety to Reshape Brand Loyalty and Margins

Chart 7 - From Odour Control to Underarm Skin Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf and Unilever Continue to Lead

Dermo-Efficacy Brands and T-Pop Collaborations Redefine Underarm Care

Rexona and Tros Drive Trade-Up with Science-Backed Launches

Chart 10 - Scent as Wellness: Deodorants Evolve into Lifestyle Fragrances

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Convenience Stores Shape Daily Purchases as Proximity Trumps Experience

E-Commerce Remains a Niche for Deodorants as Shoppers Prioritise Speed

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Deodorants

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Deodorants

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Hybrid Sun Care Launches Drive Consumer Daily Routines

Srichand Leverages Vegan Actives to Build T-Beauty Identity

Chart 22 - Analyst Insight for Beauty and Personal Care

Chart 23 - Asian Beauty Trends and Rising T-Beauty Shape Thailand'S Beauty Market

Digital Shoppertainment Accelerates Brand-Consumer Engagement

Chart 24 - Shoppertainment and Ai Are Transforming Thailand'S Beauty Purchase Journey

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Innovate with Climate-Adapted Benefits to Boost Daily Relevance

Shoppertainment and Social Commerce Reshape Digital Discovery and Conversion

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Thailand Strengthens Its Lead

Emerging Local Brands Disrupt with Science-Led Launches

Chart 30 - Lifestyle Integration Reshapes Beauty Consumption in Thailand

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Watsons and Boots Drive In-Store Trials as E-Commerce Makes Gains

Tiktok Shop and Shopee Accelerate Digital Beauty Engagement

Watsons and Tiktok Shop Shape Omnichannel Beauty Strategies

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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-thailand/report.