



Euromonitor
International

Deodorants in Uzbekistan

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Economic Growth and Consumer Dynamics Fuel Expanding Hygiene Routines
Deodorant Sprays Lead in Value Growth Due to Its Affordability and Convenience
Korean Antiperspirants and Lifestyle Trends Reshape Consumer Choices
Chart 1 - Korean Antiperspirants Complement Deodorants Market
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Consumer Loyalty and Economic Growth to Drive Sustained Expansion
Deodorant Sticks to Gain Momentum as Convenience and Efficacy Shape Preferences
Targeted Innovation and Sustainability to Reshape Brand Strategies and Consumer Engagement
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Reinforce Dominance as Regional Players Expand Presence
Brand Loyalty and Portfolio Expansion Create Growth Opportunities for Players
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Store-Based Outlets Lead Distribution Landscape
Retail E-Commerce Transforms Shopping with Convenience and Growing Consumer Adoption
Emerging Omnichannel Strategies and Specialist Retailers Enhance Consumer Engagement
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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Beauty and Personal Care Grows as Consumers Prioritise Health

Chart 18 - Green Chemistry Meets Accessible Clean Beauty

Hair Care Leads Sales Driven by Consumer Demand for Long-Term Benefit Formulations

Chart 19 - Scalp Longevity through Science-Led Daily Care

Korean Beauty and Premium Launches Redefine Consumer Expectations

Chart 20 - Science-Led K-Beauty Goes Mainstream

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Market to Continue Growing Amid Growing Premium Appeal

Chart 24 - Analyst Insight for Beauty and Personal Care

Digital Channels Expected to Reshape Retail Landscape

Global Brands to Leverage Various Strategies to Capture Demand

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Groupe Maintains Lead Amid Intensifying Regional Competition

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution

Retail E-Commerce Growth Fuelled by Digitalisation and Social Media

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-uzbekistan/report.