



Deodorants in Ethiopia

June 2026

Table of Contents

Deodorants in Ethiopia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Deodorants Accelerate Amid Rising Consumer Spending and Population Growth

Fogg Leverages Diversity to Lead Growth and Consumer Engagement

Chart 1 - Fogg Caters to Different Consumers

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Increasing Consumer Diversity to Drive Growth and Broaden Usage

Deodorant Sprays to Lead in Value While Roll-Ons Accelerate

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf and Unilever Solidify Lead Amid Declining Shares

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Distribution of Deodorants

Retail E-Commerce Accelerates Fuelled by Social Commerce and Platform Diversity

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 Ethiopia - Industry Overview

EXECUTIVE SUMMARY

Beauty and Personal Care Summary

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Young Consumers and Social Media Fuel Growth Despite Affordability Challenges

Bath and Shower Leads Sales Driven by Affordability and Mass Appeal

Local Brands Embrace Inclusivity and Natural Ingredients

Chart 18 - Afriherbal Introduces Body Lotion

Lifestyle-Driven Beauty Accelerates Premium Product Popularity

Chart 19 - Ht Cosmetics Offers Carrot Oil Creme

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Price-Sensitivity and Affordability Pressures to Reshape Growth Trajectory

Chart 23 - What'S Next? for Beauty and Personal Care

Bath and Shower Set to Maintain Sales Lead through Affordability

Natural Ingredients and Informal Trade to Shape Future Dynamics

Social Media Set to Drive Beauty and Personal Care

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions Amid Gradual Market Share Erosion

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Distribution Lead

Retail E-Commerce Expands Niche Opportunities

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-ethiopia/report.