



Deodorants in Qatar

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Consumer Demand for Long-Lasting Deodorants in Challenging Climate

Deodorant Sprays Lead Sales with Roll-Ons Gaining Momentum for Active Consumers

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Embrace Extended Protection and Digital Convenience, Driving Value Growth

Sprays to Dominate Sales While Roll-Ons Lead Growth Supported by Lifestyle Trends

Brands to Leverage Identity, Lifestyle and Wellness Trends to Strengthen Consumer Loyalty

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Sustain Leadership through Innovation and Distribution Breadth

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Dominate as Consumers Shift Towards Digital Convenience

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Deodorants

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Deodorants

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Qatar - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Digital Consumer Journey Fuels Innovation and Retail Transformation

Fragrances Lead in Value While Colour Cosmetics and Skin Care Show Dynamic Expansion

Longevity Demands Fuel Anti-Ageing and Brightening Innovations

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Innovation to Drive Consumer Engagement and Personalised Experiences

Fragrances to Lead Growth as Colour Cosmetics and Skin Care Expand

Mass and Premium Segments to Adapt to Value and Wellness Demands

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinational Leaders Sustain Leadership Amid Gradual Fragmentation

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Beauty Specialists and Pharmacies Leverage Trust and Innovation to Lead Offline Sales

Retail E-Commerce Surges as Convenience and Product Variety Attract Consumers

Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Beauty and Personal Care

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Beauty and Personal Care

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - 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.

