

Deodorants in Serbia

Market Direction | 2022-06-15 | 22 pages | Euromonitor

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Report description:

Most consumers cut back on expenditure for deodorants in 2020 as lockdowns, social distancing, remote working and distance learning and limited social opportunities militated against usage. Consumers were also wary of the impending economic crisis in the wake of the Coronavirus (COVID-19) pandemic. Therefore, all types, save for deodorant wipes, which benefited from the hygiene trend and a low market size, saw negative retail volume and current value growth in 2020.

Euromonitor International's Deodorants in Serbia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Deodorants market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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The spray format continues to benefit from perception of convenience and effectiveness

Natural trend influences new product development in deodorants

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