

Deodorants in Romania

Market Direction | 2022-06-22 | 24 pages | Euromonitor

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Report description:

Deodorants showed a moderate rebound in 2021 after a year of notable decline in sales due to the impact of the pandemic. As gyms and other sports facilities reopened during the year, demand for deodorants grew. In addition, while many Romanians continued to work from home, they spent more time outside in 2021. As pandemic-related restrictions were gradually eased, they spent more time with family and friends, dining in restaurants and going out to bars. As they led more socially active lives, us...

Euromonitor International's Deodorants in Romania 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
June 2022

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DEODORANTS IN ROMANIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Deodorant sales rebound as consumers spend longer periods of time outside the home

Perceived as more natural, Romanians increasingly opt for deodorant sticks

International players dominate deodorants, with Farmec the only local player

PROSPECTS AND OPPORTUNITIES

Strong prospects for e-commerce as consumers adapt to shopping online

Deodorant sticks set for strong growth as Romanians start travelling again

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