

Deodorants in Brazil

Market Direction | 2022-07-28 | 27 pages | Euromonitor

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Report description:

Deodorants posted a marginal decline in current value sales in 2021, sustaining the trend observed since the pandemic emerged in 2020. Overall demand remained subdued due to rising inflation. The price shocks of fuel, energy and food hit Brazilians' pockets, leading to a prioritising of expenditure. The Brazil Central Bank attempted to contain this inflationary movement in 2021, with the Brazilian basic interest rate (Selic) increasing by seven percentage points over the year, although this was...

Euromonitor International's Deodorants in Brazil 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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Summary 1 Research Sources

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