

Deodorants in Switzerland

Market Direction | 2022-08-19 | 24 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Demand for deodorants marginally dropped in 2020 when the pandemic emerged in Switzerland due to home seclusion and rising price sensitivity. Working remotely and socialising less with others, some consumers reduced their use of deodorants, while others increased their frequency of bathing and showering, and therefore may have skipped the use of deodorant to save costs.

Euromonitor International's Deodorants in Switzerland 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

DEODORANTS IN SWITZERLAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Full recovery for basic hygiene item deodorants, in line with greater mobility

Sprays and roll-ons remain most popular and convenient options

Unilever retains slim leadership of consolidated competitive landscape

PROSPECTS AND OPPORTUNITIES

Steady demand for deodorants over forecast period led by sprays and roll-ons

Distribution of deodorants likely to remain stable as consumers prefer convenience of modern grocery retailers

Increasing demand for natural formulations set to drive up value of deodorants

CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2016-2021

Table 2 Sales of Deodorants by Category: % Value Growth 2016-2021

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2016-2021

Table 4 NBO Company Shares of Deodorants: % Value 2017-2021

Table 5 LBN Brand Shares of Deodorants: % Value 2018-2021

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2018-2021

Table 7 Forecast Sales of Deodorants by Category: Value 2021-2026

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2021-2026

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2021-2026

CHART 1 Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

CHART 2 Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

BEAUTY AND PERSONAL CARE IN SWITZERLAND

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Deodorants in Switzerland

Market Direction | 2022-08-19 | 24 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-04
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com