

Deodorants in Germany

Market Direction | 2022-09-30 | 23 pages | Euromonitor

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Report description:

The use of deodorants increased from spring 2021, due to the gradual easing of COVID-19 restrictions, the gradual implementation of hybrid working, and the renewed possibility of sports activities and visits to the gym. However, the stockpiling trend at the start of the COVID-19 pandemic and the not yet full resumption of social activities caused retail volume and current value sales of deodorants to continue to fall during 2021.

Euromonitor International's Deodorants in Germany 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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