

Deodorants in Austria

Market Direction | 2022-11-29 | 23 pages | Euromonitor

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Report description:

In 2021, deodorants sales recorded positive growth in retail current value terms. Inflationary pressures were a key contributor to this value increase. For many people wearing deodorants is seen as a part of their daily personal care routine and thus sales tend to remain relatively stable. The more mature categories of deodorant roll-ons, sprays and sticks were the best performers, with these benefiting from their loyal base of users. In contrast the less mature categories of deodorant pumps and...

Euromonitor International's Deodorants in Austria 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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