

## **Deodorants in Belgium**

Market Direction | 2023-04-26 | 20 pages | Euromonitor

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### **Report description:**

Deodorants suffered a decline in demand in 2020 due to COVID-19 and the restrictions on out-of-home activities. However, in 2021 deodorant value sales started recovering and in 2022 reached value sales levels of 2019. This recovery was driven by two factors: consumers switching from expensive products like fragrances to more affordable options like deodorants and the rising demand for deodorants with natural ingredients and longer-lasting efficacy. Deodorants sprays remained the largest and cont...

Euromonitor International's Deodorants in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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Euromonitor International  
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Limited innovation in 2022 due to inflationary woes

Discounters increase channel share in 2022 thanks to change in purchasing behaviours

##### PROSPECTS AND OPPORTUNITIES

Prices to rise substantially during 2023 as manufacturers and retailers absorbed costs in 2022

Innovation to resume over the latter half of the forecast period as price pressure declines

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