

Deodorants in Belgium

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

AVAILABLE LICENSES:

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

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.

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:

Deodorants in Belgium
Euromonitor International
May 2023

List Of Contents And Tables

DEODORANTS IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Deodorants recover to pre-pandemic value sales levels in 2022

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

Sales of deodorant sticks set to be boosted by innovation over the forecast period

CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2017-2022

Table 2 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Deodorants: % Value 2018-2022

Table 5 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 7 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN BELGIUM

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 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 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 Belgium

Market Direction | 2023-04-26 | 20 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com