

Deodorants in China

Market Direction | 2023-04-24 | 18 pages | Euromonitor

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Report description:

The pandemic reduced the amount of time people spent outside the home in 2022, and also significantly reduced the occasions on which deodorants were used. As a result, similar to 2020, deodorants suffered a single-digit current value decline. In addition, sales of deodorants remained constrained by the fact that East Asians have less body odour than people in many other parts of the world, which results in lower per capita sales of deodorants in China compared with the rest of the world. Still,...

Euromonitor International's Deodorants in China 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.

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