

## Deodorants in Egypt

Market Direction | 2023-05-11 | 20 pages | Euromonitor

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### Report description:

Consumers with high incomes tend to remain loyal to certain brands even in the midst of a challenging economic environment, as they have become used to the product and they do not like to change it. However, in 2022, lower-income consumers who were facing financial difficulties were strongly motivated to look for a less expensive alternative. Moreover, consumers looking to economise can also replace deodorants with natural products or even avoid buying a deodorant at all. Pricing is extremely im...

Euromonitor International's Deodorants in Egypt 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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