

Deodorants in Ireland

Market Direction | 2023-05-02 | 22 pages | Euromonitor

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Report description:

With remote working regulations compounded by hospitality and gym closures, local consumers had restricted opportunities for social interaction in 2021. When consumers did exercise, ongoing remote working catered for time to shower rather than apply deodorant. This impacted a category that is heavily reliant on socialising for usage occasions and, therefore a strong driver of demand. As a result, both retail volume and value sales witnessed further low declines in 2021, following a stronger decl...

Euromonitor International's Deodorants in Ireland 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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Leader Unilever and private label players strengthen their positions

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