

Deodorants in Italy

Market Direction | 2023-05-03 | 24 pages | Euromonitor

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Report description:

In 2022, deodorants were buoyant in Italy, showing high single-digit growth in current value terms. Consumer demand was boosted by the high temperatures recorded in the country and the end of the state of emergency linked to COVID-19, which led Italian consumers to return to going out more often. As a result, 2022 saw public transport crowded again, Italians working more from offices as remote working has been gradually limited or abandoned, and most going back to gyms and habitual sports activities...

Euromonitor International's Deodorants in Italy 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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SOURCES

Summary 1 Research Sources

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