

Deodorants in New Zealand

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

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Report description:

Mainstream deodorant brands such as Nivea, Rexona and Dove continued to dominate the product area in 2022, benefitting from their strong presence at major grocery retailers. As most consumers purchase deodorants during their grocery runs, mainstream brands that are present at major supermarkets have dominant market share. Similar to other personal care staples, consumers often shop around bargains for deodorants, stocking up on their favourite brands when discounted. In order to grow market shar...

Euromonitor International's Deodorants in New Zealand 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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