

Deodorants in Norway

Market Direction | 2023-05-04 | 23 pages | Euromonitor

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Report description:

Deodorants, which is a very mature category in Norway, struggled to generate retail volume growth throughout the review period, including a sharp decline in 2022, while the decrease in retail current value sales was limited by inflation and rising unit prices. Deodorants was one of the few beauty and personal care categories to be negatively affected by the pandemic. Demand was stifled as consumers spent longer periods at home and less time in social situations. Moreover, the category continued...

Euromonitor International's Deodorants in Norway 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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