

Deodorants in Portugal

Market Direction | 2023-05-04 | 22 pages | Euromonitor

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Report description:

Deodorants was hard hit by the pandemic, mainly because home seclusion made the use of these products less essential. With a progressive return to more normal lifestyles in 2021 the category started to recover. This pattern continued in 2022 with sales exceeding pre-pandemic levels in both volume and value terms. As COVID-19 fears subsided and consumers returned to their previous social habits and went back to the office on a more frequent basis the demand for deodorants increased. Deodorants fo...

Euromonitor International's Deodorants in Portugal 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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Deodorants see strong demand as consumers return to their old routines

Price rises push consumers towards private label options

Roll-ons find appeal but sprays remain popular with men

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Deodorant sticks could gain ground

Eco-friendly products will have to convince that they are effective to succeed

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