

## **Deodorants in South Africa**

Market Direction | 2023-05-11 | 21 pages | Euromonitor

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### **Report description:**

With South Africa experiencing economic difficulties, consumers made calculated decisions about the way in which they spent their money in 2022. Many had less disposable income in this year, and therefore they prioritised spending on essentials, including food, electricity, rent or mortgage payments, as well as transport. Everything else could be deemed as non-essential. Those who did continue to purchase sought out discounts and promotions when it came to deodorants. Consumers often stocked up...

Euromonitor International's Deodorants in South Africa 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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