

**Deodorants in the United Kingdom**

Market Direction | 2023-04-24 | 24 pages | Euromonitor

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**Report description:**

After two years of pandemic-driven decline, in 2022 all deodorants categories except deodorant wipes returned to growth in both volume and current value terms, as consumers went back to their normal social lives, and also travelled more. Deodorant sprays experienced the strongest volume growth, and even stronger current value growth, due to rising cost inflation, and established players launching new innovative products while also revisiting existing ones, thus driving strong unit price growth.

Euromonitor International's Deodorants in United Kingdom 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

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## Summary 1 Research Sources

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