

## **Deodorants in Denmark**

Market Direction | 2023-04-24 | 17 pages | Euromonitor

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### **Report description:**

Deodorants continued to see solid current value growth in 2022 as life in Denmark returned to greater normality following the COVID-19 pandemic. As consumers again spent more time socialising, going to work and visiting the gym, deodorant usage remained strong. With inflation rising, consumers have become more price sensitive with some consumers switching to cheaper alternatives, such as standard mass brands or private labels. Retail volume growth dropped significantly in 2022 although overall C...

Euromonitor International's Deodorants in Denmark 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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## **Table of Contents:**

Deodorants in Denmark  
Euromonitor International  
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List Of Contents And Tables

### **DEODORANTS IN DENMARK**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Deodorants witness robust value growth but consumers look for cheaper options amid rising costs of living

Online shopping loses some appeal as in-store shopping resumes

Natural deodorants with product certifications gain popularity

#### **PROSPECTS AND OPPORTUNITIES**

Roll-ons take on sprays to become most popular deodorant format

Price sensitivity will remain an issue at start of forecast period

Little change expected in competitive landscape

#### **CATEGORY DATA**

Table 1 Sales of Deodorants by Category: Value 2017-2022

Table 2 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Deodorants: % Value 2018-2022

Table 5 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 7 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

### **BEAUTY AND PERSONAL CARE IN DENMARK**

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### **MARKET DATA**

Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

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