

Deodorants in Estonia

Market Direction | 2023-05-09 | 19 pages | Euromonitor

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Report description:

Sales of deodorants registered strong growth in 2022 as consumers returned to their social and professional lives, and participated in activities such as sport. Deodorants were negatively impacted by the 2020 pandemic lockdowns, as with people spending significant amounts of time at home, there was less demand for deodorants.

Euromonitor International's Deodorants in Estonia 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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Good year for deodorants as consumers' lives return to normal

Roll-ons remain the most popular format

Multinationals lead deodorants with their widely available, well-known brands

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E-commerce set to perform well

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