

Deodorants in Sweden

Market Direction | 2023-05-11 | 23 pages | Euromonitor

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Report description:

Deodorants was marginally impacted by the pandemic due to the essential nature of such products. While consumers engaged in fewer social events, consumers still used deodorants on a daily basis, with demand being further boosted by the strong exercise trend. Additionally, deodorants are to a large extent sold through modern grocery retailers like hypermarkets and supermarkets, which were not as impacted by the pandemic as other channels. As such, the strong rebound in demand experienced by most...

Euromonitor International's Deodorants in Sweden 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.

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DEODORANTS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

No upsurge in demand for deodorants in 2022, due to their essential nature

Deodorant sprays and sticks benefit from premiumisation trend, while deodorant creams continue to be valued for their sustainable credentials

Having been well-placed to benefit from shift towards e-commerce, growth in online sales slows in 2022

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Further growth expected, led by deodorant creams

Burgeoning popularity of low-cost stores, notably Normal, could dampen value growth

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SOURCES

Summary 1 Research Sources

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