

## **Deodorants in Uruguay**

Market Direction | 2023-05-12 | 19 pages | Euromonitor

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### **Report description:**

In 2022, deodorants suffered a moderate decrease in retail volume sales, caused by the large price difference between products sold in Uruguay and Argentina. Many Uruguayans cross the border to purchase deodorants at cheaper prices in Argentina. In fact, the price differential between the two countries is 253% in deodorants, based on data from the Border Price Indicator (IPF) prepared by the Economic Observatory of the UCU campus in Salto, Uruguay. Such a significant price difference is a hindra...

Euromonitor International's Deodorants in Uruguay 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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Euromonitor International  
May 2023

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Unilever del Uruguay comfortably retains its leadership in deodorants category  
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