

Deodorants in Australia

Market Direction | 2023-06-22 | 19 pages | Euromonitor

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Report description:

Deodorants in Australia is a highly mature category. Consumer demand, convenience, the warm climate of Australia and greater mobility outside of the home drove sales of deodorants in 2022, with grooming regimes largely driven by lifestyles and the local environment. According to Euromonitor International's Product Claims and Positioning tracking system, No Alcohol, Natural, No Aluminium, No Parabens and Sensitive Skin were the most commonly-used claims in deodorants in Australia in 2022.

Euromonitor International's Deodorants in Australia 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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