

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.

Table of Contents:

Deodorants in Australia
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List Of Contents And Tables

DEODORANTS IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mature deodorants continues to evolve with focus on different claims

Greater interest in natural products influences new development by independents

Increasing focus by players on communities and the environment

PROSPECTS AND OPPORTUNITIES

Sustainability trend set to increasingly influence category's development

Players must balance use of natural components with efficacy claims

Creating positive brand messaging to encompass all relevant trends and claims

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 AUSTRALIA

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 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

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

Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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