

Deodorants in Hong Kong, China

Market Direction | 2023-06-20 | 21 pages | Euromonitor

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Report description:

Deodorant sprays continued to drive sales of deodorants in Hong Kong at the end of the review period, recording the highest growth rates in both retail volume and value terms in 2022. This is largely due to the perception among local consumers that deodorant sprays are more effective and long-lasting than other formats such as roll-ons, sticks and cream. The convenience of spray deodorants, which can be quickly applied and offer a wide coverage area, has also contributed to their popularity. As...

Euromonitor International's Deodorants in Hong Kong, China 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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