

Deodorants in India

Market Direction | 2023-07-13 | 22 pages | Euromonitor

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Report description:

The lifting of COVID-19 restrictions, the resumption of regular scheduled international flights, and the release of pent-up travel demand from the pandemic years led to a surge in travel trips in India in 2022, which in turn accelerated the growth of deodorants, as the frequency of usage of such products increased. Moreover, the conclusion of the pandemic brought about increased awareness amongst consumers of their personal grooming, which led to a substantial upswing in emphasis on their body o...

Euromonitor International's Deodorants in India 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 INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Surge in travel and return of outdoor fitness activities accelerate the growth of deodorants

Greater focus on brand ambassadors to drive strong brand awareness amongst the target audience

Convenience and affordability allow pocket-sized deodorants to attract consumer demand

PROSPECTS AND OPPORTUNITIES

Weather conditions and growing participation in sports activities offer avenues for growth

Premium perception, coupled with limited retail presence, set to keep deodorant roll-ons as a relative niche

Affordable prices of local fragrance brands set to intensify competition for deodorants

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