

Deodorants in Belgium

Market Direction | 2024-04-12 | 20 pages | Euromonitor

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Report description:

Despite price increases and the squeeze on consumer budgets, demand for deodorants in Belgium remained steady with only a marginal decline in volume sales in 2023. Moreover, deodorants witnessed a relatively better performance in volume terms than many other beauty and personal care categories. Time spent outside the home continues to rise in the post-pandemic era, leading to robust demand for deodorants. Consumers are also opting for deodorants instead of fragrances due to their much lower price...

Euromonitor International's Deodorants in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Ongoing innovation in deodorant category provides stimulus for growth

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