

## **Deodorants in Colombia**

Market Direction | 2024-04-12 | 21 pages | Euromonitor

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### **Report description:**

Value sales of deodorants showed single-digit growth in current value terms in Colombia in 2023 driven by the high temperatures recorded in the country and unit price increases, which were mainly the result of the growth in retail prices linked to the higher costs of production faced by manufacturers. According to official sources (IDEAM - Institute of Hydrology, Meteorology and Environmental Studies), during 2023, the average air temperature nationwide was higher than 95% of all data collected...

Euromonitor International's Deodorants in Colombia 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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