

Deodorants in Bulgaria

Market Direction | 2024-04-15 | 20 pages | Euromonitor

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Report description:

The slowdown in production of aluminium across Europe, due to higher energy prices caused by the war in Ukraine, has led to a shortage of aluminium for producing deodorant cans and antiperspirants. As a result, some deodorant manufacturers increased their prices significantly in 2023. Consequently, Bulgarian consumers shifted towards more affordable options, such as private label and other affordable options in drugstore, which remained cheaper than average retail prices. The significant price i...

Euromonitor International's Deodorants in Bulgaria 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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