

Deodorants in Ireland

Market Direction | 2024-04-15 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Following a strong performance in 2022, deodorants in Ireland continued to record positive retail value and volume sales in 2023. While price increases supported strength in retail value, volume sales remained positive in deodorant creams, pumps, roll-ons and sprays, with deodorant sticks being the only area to showcase a retail volume decline. The lifting of COVID-19 restrictions supported sales, with a return to the office, more socialising events and occasions driving demand for deodorants ac...

Euromonitor International's Deodorants in Ireland 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Deodorants in Ireland
Euromonitor International
April 2024

List Of Contents And Tables

DEODORANTS IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Socialising, exercising, and a return to the office drives positive results for deodorants

High temperatures support sales across Ireland during 2023

Unilever retains its first place, offering leading brands on the landscape

PROSPECTS AND OPPORTUNITIES

A recovering economy increases leisure time, driving demand for deodorants

Functional ingredients and sustainable claims gain popularity across the forecast period

Direct-to-consumer deodorants are set to expand penetration

CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2018-2023

Table 2 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Deodorants: % Value 2019-2023

Table 5 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 7 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN IRELAND

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Deodorants in Ireland

Market Direction | 2024-04-15 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com