

Deodorants in Ireland

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

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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.

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Euromonitor International
April 2024

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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

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SOURCES

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Summary 1 Research Sources

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