

## **Deodorants in Portugal**

Market Direction | 2024-04-18 | 22 pages | Euromonitor

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### **Report description:**

In 2023, deodorants in Portugal registered positive retail value and volume growth, with high penetration levels nationwide. However, with consumers already using deodorants as part of their everyday hygiene routine, this limited growth opportunities in 2023. However, long-term trends encouraged sales. Portuguese consumers are increasingly adopting healthier lifestyles. As part of this trend, a rising number of adults have been practicing a sport on a more regular basis. Going to the gym, runnin...

Euromonitor International's Deodorants in Portugal 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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