

## **Deodorants in Singapore**

Market Direction | 2024-04-16 | 20 pages | Euromonitor

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### **Report description:**

In Singapore, where the tropical climate often leads to high humidity, the use of deodorants has become a necessity for many. In 2023, deodorants experienced robust current value growth in Singapore, in the high single digits, finally retuning the category to the pre-pandemic (2019) level of sales. Amongst the various formats available, deodorant roll-ons has emerged as the most popular choice amongst consumers, and also saw the strongest value growth in 2023. In addition, deodorant sprays have...

Euromonitor International's Deodorants in Singapore 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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