

## **Deodorants in Chile**

Market Direction | 2024-04-23 | 21 pages | Euromonitor

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### **Report description:**

Despite the economic downturn impacting beauty and personal care categories, deodorants displayed resilience in Chile in 2023, returning to solid retail volume growth and seeing dynamic current value growth, recording higher growth compared with most other personal care categories. In Chilean culture, deodorant is deemed an essential product for personal hygiene, and even amidst economic challenges consumers prioritised its purchase. Despite facing declining demand during the pandemic years, the...

Euromonitor International's Deodorants in Chile 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.

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