

## **Deodorants in Ukraine**

Market Direction | 2024-04-24 | 22 pages | Euromonitor

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### **Report description:**

In 2023, deodorants returned to recording positive growth after the steep sales decline seen a year earlier. While some of the growth in current value terms was down to rising prices in 2023, the deodorants performance was also boosted by the growing interest of women in participating in sports. The diverse range of sporting activities and the desire for a healthy lifestyle have played a significant role in fostering this trend. Consequently, women are incorporating deodorants into their daily r...

Euromonitor International's Deodorants in Ukraine 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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Roll-ons most dynamic, creams continue to decline

Unilever and Beiersdorf dominate deodorants

#### PROSPECTS AND OPPORTUNITIES

Positive growth expected for deodorants

Roll-ons will be the most dynamic deodorant product

Further development of dermocosmetic deodorants expected

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