

Deodorants in Australia

Market Direction | 2024-05-01 | 23 pages | Euromonitor

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Report description:

Just as consumers are tailoring their choice of fragrance to suit various occasions, they are now applying a similar approach to selecting deodorants in Australia. Rather than relying on one deodorant exclusively, local consumers are building collections of different deodorants tailored to specific situations or needs, such as work, exercise, or special events. For example, individuals with active lifestyles or demanding schedules seek extended odour protection, and thus long-lasting efficacy is...

Euromonitor International's Deodorants in Australia 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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