

Deodorants in Denmark

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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Report description:

In 2023, deodorants in Denmark reported steady retail volume and current value growth in 2023. Lower inflation had a generally positive influence on overall consumption compared to the previous year. Nevertheless, inflation continued to drive price increases with retail volume sales much lower than that seen in value sales. Consumers are still feeling the pressure from higher interest rates and energy costs resulting in lower discretionary income. The trend towards buying cheaper deodorants was...

Euromonitor International's Deodorants in Denmark 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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