

## **Deodorants in Egypt**

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

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### **Report description:**

Deodorants saw strong current value growth in Egypt in 2023. However, the category witnessed a small decrease in its volumes at the same time as its considerable increase in value, due to large increases in its prices. Indeed, prices increased by more than 40% in 2023 due to the devaluation of the Egyptian pound in December 2022 and the unstable economic situation, as inflation skyrocketed. The increased prices of imported raw materials and the increase in fuel prices led to a rise in production...

Euromonitor International's Deodorants in Egypt 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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April 2024

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