

## **Deodorants in Estonia**

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

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### **Report description:**

In 2023, deodorants in Estonia saw positive retail value, with growing awareness and a strong advertising campaign in men's deodorants adding momentum to sales. Sales of deodorants also benefited from consumers returning to their social and professional lives and participating in activities such as sport. The 2020 pandemic lockdowns negatively impacted deodorants, as people spent significant amounts of time at home, and there was less demand for deodorants. Consequently, in 2023, retail volume g...

Euromonitor International's Deodorants in Estonia 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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Strong advertising campaigns and rising awareness drives retail value sales

Roll-ons remain the most popular format, while sticks drive retail growth

Old Spice focuses on strong advertising to drive growth in 2023

#### PROSPECTS AND OPPORTUNITIES

Deodorant sticks and creams drive growth, however levels remain low

Rising demand for more sophisticated products as purchasing power recovers

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