

Deodorants in the US

Market Direction | 2024-05-01 | 26 pages | Euromonitor

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Report description:

Deodorants continued to see double-digit current value growth in the US in 2023. Strong performances were led by deodorant sticks, followed by deodorant sprays, deodorant roll-ons, and deodorant creams. Deodorant pumps was the only format within deodorants to post a slight value decline in 2023, as innovation in deodorising underarm care is often led by either the stick or spray format. Deodorants was one of the most resilient beauty and personal care categories in terms of maintaining positive...

Euromonitor International's Deodorants in USA 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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