

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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Table of Contents:

Deodorants in the US
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List Of Contents And Tables

DEODORANTS IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit value growth momentum

Renaissance in deodorants through premiumisation

Increased range of deodorants suited for different consumer demographics leads to new opportunities

PROSPECTS AND OPPORTUNITIES

Whole-body deodorant expected to gain traction

Deodorant as a scent expression in fragrance matching

Format champion: Popularity of serum roll-ons expected to increase

CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2018-2023

Table 2 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Deodorants: % Value 2019-2023

Table 5 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 7 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN THE US

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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