

## **Deodorants in Poland**

Market Direction | 2024-05-06 | 23 pages | Euromonitor

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### **Report description:**

In 2023, deodorants experienced further solid growth in both retail volume and current value terms in Poland, despite already having returned to the pre-pandemic level of sales. All categories saw both volume and value growth except for deodorant wipes, which maintained its declining trend in volume terms. Growth was largely attributed to the full return of social, professional, and sports activities. With rising prices also playing a role in value growth, the pace of growth accelerated. Global...

Euromonitor International's Deodorants in Poland 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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