

## Deodorants in France

Market Direction | 2024-05-13 | 24 pages | Euromonitor

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### Report description:

After seeing a good performance in 2022, deodorants in France again saw positive current value and volume growth rates in 2023, and recovered to the 2019 level of value sales (although it did not quite reach this target in volume terms). The warm summer of 2023 in the country, and the increased number of social interactions contributed significantly to growth. Almost all categories surpassed their pre-COVID-19 performances in value terms, except deodorant wipes, which continued its declining trend...

Euromonitor International's Deodorants in France 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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##### SOURCES

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## Summary 1 Research Sources

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