

## **Deodorants in South Africa**

Market Direction | 2024-05-13 | 21 pages | Euromonitor

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### **Report description:**

Despite remaining under financial pressure in 2023, demand for deodorants in South Africa continued to grow. However, many consumers reviewed their budgets and only prioritised certain products, while also becoming extremely strategic in terms of where to purchase deodorants. Some frequently visited drugstores such as Dischem and Clicks to identify which store offered the best promotions, resulting in stockpiling deodorants when they were offered at a more attractive price. This enabled them to...

Euromonitor International's Deodorants in South Africa 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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