

Deodorants in Brazil

Market Direction | 2024-07-23 | 27 pages | Euromonitor

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Report description:

Deodorants was one of the main growth highlights of the year in beauty and personal care in Brazil in 2023, with double-digit retail current value growth, and a strong positive advance in volume terms as well. The year 2023 was confirmed as the hottest on record, driven by man-made climate change and the natural phenomenon El Nino. In Brazil, average temperatures stood at 24.92C, which was 0.69C above the historical average of 1991/2020, at 24.23C, according to data from the National Meteorol...

Euromonitor International's Deodorants in Brazil 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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DEODORANTS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising temperatures and new usage occasions drive double-digit value growth for deodorants

Body splashes and newcomers shake up the deodorants category

Premiumisation process opens up space for retail e-commerce to advance

PROSPECTS AND OPPORTUNITIES

Deodorant sprays expected to remain the main format in the market, although deodorant sticks and pumps set to advance at a faster pace

Synergy with a healthy lifestyle and the practice of sports will continue to boost sales of deodorants

New brands and products will drive e-commerce growth, but pharmacies and grocery retailers will continue to account for the highest shares of sales

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