

Deodorants in Germany

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Abstracts

Deodorants saw growth in 2022, with good sales growth in both retail current value terms (all formats) and retail volume terms (deodorant sprays and roll-ons only). Indeed, the summer of 2022 was hot in Germany, which led to higher overall volume demand; in addition, value sales were pushed up by inflationary pressures. On top of that, the “EUR9 ticket” offer introduced by the government in 2022 for three months in the summer caused public transport to become crowded again, which had a positive...

Euromonitor International's Deodorants in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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