

Deodorants in Ukraine

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In 2017, consumption of deodorants continued rising in Ukraine with deodorants for men contributing to the category's dynamism as a whole. The impetus comes from male consumers trading down from fragrances, in addition to overall consumer confidence recovering. While women's and unisex deodorants generated the bulk of deodorants sales at the end of the review period, with time men's deodorants is forecast to grow in share, especially if manufacturers continue supporting their male-specific offer...

Euromonitor International's Deodorants in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 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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