

# Deodorants in the United Kingdom

<https://marketpublishers.com/r/D5A4F80B88AEN.html>

Date: April 2023

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: D5A4F80B88AEN

## Abstracts

After two years of pandemic-driven decline, in 2022 all deodorants categories except deodorant wipes returned to growth in both volume and current value terms, as consumers went back to their normal social lives, and also travelled more. Deodorant sprays experienced the strongest volume growth, and even stronger current value growth, due to rising cost inflation, and established players launching new innovative products while also revisiting existing ones, thus driving strong unit price growth.

Euromonitor International's Deodorants in United Kingdom 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.

## Contents

### DEODORANTS IN THE UNITED KINGDOM

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Deodorants experiences recovery as consumers return to their normal social lives

Unilever has varied strategies to maintain its lead in deodorants

Trending D2C brand Wild Cosmetics expands to store-based retail

#### PROSPECTS AND OPPORTUNITIES

Deodorants expected to recover in the forecast period

Sustainable and natural deodorants likely to become mainstream

Deodorants with skin beauty benefits expected to grow in popularity

#### CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2017-2022

Table 2 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Deodorants: % Value 2018-2022

Table 5 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 7 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

### BEAUTY AND PERSONAL CARE IN THE UNITED KINGDOM

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value

2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Deodorants in the United Kingdom

Product link: <https://marketpublishers.com/r/D5A4F80B88AEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D5A4F80B88AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970