

## Deodorants in the Netherlands

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Deodorants in the Netherlands is mature, signalled by a high penetration and use, meaning that manufacturers need to induce consumers to shift towards value-added formulas through innovation. Sales in 2016 remained positive, influenced by sustained promotion of new extensions in the most popular deodorant formats and a focus on segmentation. Dutch consumers increasingly choose a deodorant that best suits their needs according to gender and lifestyle or formulas that help prevent common symptoms...

Euromonitor International's Deodorants in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 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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