



Euromonitor
International

Deodorants in Portugal

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Deodorant sticks drive growth as consumers appreciate fragranced formulations and efficacy
A strong year for Procter & Gamble as Old Spice appeals to younger consumers
Supermarkets lead distribution as consumers seek deodorants at competitive prices

PROSPECTS AND OPPORTUNITIES

Active lifestyles and the development of deodorant sticks is set to drive positive growth
Supermarkets is expected to lead distribution as new players enter the market
Sustainability and efficacy are set to be the focus of product innovation

CATEGORY DATA

- Table 1 - Sales of Deodorants by Category: Value 2019-2024
- Table 2 - Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Deodorants: % Value 2020-2024
- Table 5 - LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
- Table 7 - Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
- Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Beauty and Personal Care in Portugal - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Retail developments
- What next for beauty and personal care?

MARKET DATA

- Table 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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