

Deodorants in Germany

June 2023

Table of Contents

Deodorants in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Social lifestyles, high temperatures, and inflation boost value and volume sales
International players continue to lead deodorants

PROSPECTS AND OPPORTUNITIES

Climate change and rising temperatures likely to benefit sales of deodorants
Efficacy, pharma positioning and safety to drive innovation
Global brands likely to maintain their leading positions across all categories

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 Germany - Industry Overview

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/deodorants-in-germany/report.