

# 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

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### SOURCES

Summary 1 - Research Sources

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