Deodorants in Bolivia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant fall in volume sales in 2023
Promotions push volume sales
Unilever continues to have large foothold

PROSPECTS AND OPPORTUNITIES

Healthy constant value growth over forecast period
Sprays continue to be most popular format
Continued innovation over forecast period

CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2018-2023
Table 2 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 5 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 7 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Beauty and Personal Care in Bolivia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 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 2018-2023
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/deodorants-in-bolivia/report](http://www.euromonitor.com/deodorants-in-bolivia/report).