

Deodorants in Germany

July 2024

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Deodorants in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Active lifestyles, hot weather and a focus on hygiene drive strong growth
Deodorant roll-ons leads the category with high double-digit growth in 2023
Unilever maintains lead, yet faces rising competition from Beiersdorf

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Beauty and Personal Care in Germany - Industry Overview

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DISCLAIMER

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