

Deodorants in Ukraine

July 2023

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Deodorants in Ukraine - Category analysis

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2022 DEVELOPMENTS

Rising prices support lower value declines, while reduction of consumer base dampens overall demand

Deodorants sprays remains most popular format due to price and convenience

Multinationals dominate deodorants with trusted mass brands

PROSPECTS AND OPPORTUNITIES

Expanding consumer base and basic hygiene routines to help drive demand for deodorants

Niche formats offer growth potential, but sprays will remain most popular format

Competitive landscape unlikely to visibly change, while e-commerce is set to gain further share

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DISCLAIMER

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