

Deodorants in Slovakia

April 2024

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Deodorants in Slovakia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category suffers from downtrading to cheaper alternatives and private label

International players continue to dominate the category

Brands that embrace natural ingredients are highly desirable

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Deodorants category unlikely to see any significant growth in retail value or volume

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Packaging to be a major focus of innovation

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