

Deodorants in Croatia

April 2024

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Deodorants in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorant sprays remains dominant due to convenience and effectiveness
Low demand for value-added variants as consumers opt for cheaper deodorants
Trend three

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Maturity of demand to compromise sales growth potential
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Fierce loyalty to the leading brands set to continue defining sales of deodorants

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