

# **Deodorants in Spain**

April 2024

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# Deodorants in Spain - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Deodorants continue to perform well thanks to consumers' active lifestyles Deodorant creams face challenges after negative press about Nuud Unilever maintains lead, yet faces rising competition from private label

## PROSPECTS AND OPPORTUNITIES

Ongoing economic uncertainties will continue to influence sales Lack of innovation could lead to sluggish sales, while opportunities lie in natural formulations Health trends and sporting activities will help to support ongoing sales

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