

Deodorants in Romania

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales rebound, but not to the pre-pandemic level
Deodorant sprays remains most popular format, although roll-on and stick also grow
Consumers seek different pack sizes and specific benefits from deodorants

PROSPECTS AND OPPORTUNITIES

Continued growth expected along with wider portfolios
Few changes expected in the format preferences of local consumers in deodorants
Sustainability expected to gain importance in the forecast period

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Beauty and Personal Care in Romania - Industry Overview

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DISCLAIMER

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