

Deodorants in Spain

April 2024

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Deodorants in Spain - Category analysis

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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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