

Deodorants in the United Kingdom

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Deodorants in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New players gradually strengthen their positions through innovation and versatility

Skinification of underarms continues to drive innovation in deodorants

Private label offers alternative during times of inflationary pressure

PROSPECTS AND OPPORTUNITIES

Stick format set to record fastest growth, driven by revitalisation efforts and expansion of new competitors

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