

# **Deodorants in Switzerland**

April 2024

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# Deodorants in Switzerland - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Long, hot summer stimulates healthy retail volume growth Skin-friendly and organic/natural products gain traction in deodorants Strong global brands dominate, but there is space for private label

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Lifestyle and climate factors to boost retail volume sales Consumers are set to make more sophisticated choices from more sophisticated selections Stable distribution landscape with some space for e-commerce

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