



Deodorants in Greece

April 2024

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Deodorants in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy volume growth due to increased use

Current value growth largely due to inflation

Elais Unilever Hellas SA leads deodorants, followed by GR Sarantis SA

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Potential for further growth of deodorants

Prices to increase further in 2024 and then begin to stabilise

Men's deodorants set to keep growing in the years ahead

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