



# Deodorants in Germany

July 2024

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## Deodorants in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Active lifestyles, hot weather and a focus on hygiene drive strong growth  
Deodorant roll-ons leads the category with high double-digit growth in 2023  
Unilever maintains lead, yet faces rising competition from Beiersdorf

#### PROSPECTS AND OPPORTUNITIES

Deodorants set to maintain stable baseline demand  
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