



# Deodorants in Brazil

July 2024

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## Deodorants in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising temperatures and new usage occasions drive double-digit value growth for deodorants

Body splashes and newcomers shake up the deodorants category

Premiumisation process opens up space for retail e-commerce to advance

#### PROSPECTS AND OPPORTUNITIES

Deodorant sprays expected to remain the main format in the market, although deodorant sticks and pumps set to advance at a faster pace

Synergy with a healthy lifestyle and the practice of sports will continue to boost sales of deodorants

New brands and products will drive e-commerce growth, but pharmacies and grocery retailers will continue to account for the highest shares of sales

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