



Deodorants in India

July 2024

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Deodorants in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorants shows healthy growth owing to sports and outdoor activities
Deodorant roll-ons is gaining prominence as brands expand their personal care portfolios
Vini Cosmetics continues to lead deodorants with its brand Fogg

PROSPECTS AND OPPORTUNITIES

Body mists expected to grow as consumers embrace lighter, more refreshing fragrances for daily usage
Ingredient conscious-consumers set to look for clean ingredients in deodorants
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DISCLAIMER

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