

Deodorants in Mexico

July 2024

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Deodorants in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brands bet on innovative marketing platforms to promote their deodorants Scent takes centre stage as companies seek to close the gap with fragrances Healthier ingredients in deodorants resonate with consumers

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Players adapt their product positioning to benefit from the growth of e-commerce Sprays and sticks attract attention in deodorants Natural alternatives like alum stone are preferred by some wary consumers

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