



Deodorants in Estonia

April 2024

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Deodorants in Estonia - Category analysis

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2023 DEVELOPMENTS

Strong advertising campaigns and rising awareness drives retail value sales

Roll-ons remain the most popular format, while sticks drive retail growth

Old Spice focuses on strong advertising to drive growth in 2023

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Deodorant sticks and creams drive growth, however levels remain low

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Products designed for men are set to gain ground in deodorants

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