

# **Deodorants in Georgia**

April 2024

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# Deodorants in Georgia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fall in volume sales in 2023 Unilever retains its leadership of deodorants with a wide product portfolio of mass brands Pharmacy chains offer generous discounts

# PROSPECTS AND OPPORTUNITIES

Moderate constant value growth over forecast period Potential for growth of deodorants with a more natural positioning Sprays continue to be most popular format

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