

Deodorants in Costa Rica

April 2024

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Deodorants in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Products with more innovative functional claims capture consumer attention Bundling promotions continue to be widely used in deodorants Secret remains the only deodorants brand available in gel format

PROSPECTS AND OPPORTUNITIES

Scent innovation likely to become more frequent as competitive pressures grow Demand for aluminium-free deodorants expected to increase Products with skin-sensitive formulas will continue to gain popularity

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DISCLAIMER

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