

Deodorants in Ecuador

April 2024

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Deodorants in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorant creams in tubes appeal to budget-conscious consumers Anti-perspirant deodorants gain traction as consumers demand better performance Added value and efficiency of deodorants Increasingly appealing to consumers

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Expanding ranges to include child-specific deodorants presents new opportunities Skin care properties set to become increasingly important in deodorants Discounters and private label set to gaining ground during the forecast period

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