

Deodorants in Brazil

July 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to socialisation leads to more baths and increasing reapplication of deodorant

Focus on sophisticated and sustainable launches to avoid the price war

Grocery retailers remains the main distribution channel, although health and beauty specialists benefits from sophisticated launches

PROSPECTS AND OPPORTUNITIES

Growing awareness of and concern over wellbeing and sustainability favour natural products

New opportunities in the assortment of fragrances available in the market

Innovation in packaging, with eco-friendly aerosols and refillable products expected to gain space

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