

# **Deodorants in Ireland**

April 2024

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# Deodorants in Ireland - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Socialising, exercising, and a return to the office drives positive results for deodorants High temperatures support sales across Ireland during 2023 Unilever retains its first place, offering leading brands on the landscape

#### PROSPECTS AND OPPORTUNITIES

A recovering economy increases leisure time, driving demand for deodorants Functional ingredients and sustainable claims gain popularity across the forecast period Direct-to-consumer deodorants are set to expand penetration

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