

Deodorants in Hungary

April 2024

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Deodorants in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

World's first deodorant refill stations launched in Hungary
Drugstores retain a leading role in the sale and distribution of deodorants
Brand loyalty remains high despite elevated inflation

PROSPECTS AND OPPORTUNITIES

Duo-packs and other special offers could help offset the impact of high price increases
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DISCLAIMER

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