

Deodorants in Romania

May 2023

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Deodorants in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Larger pack sizes come to the fore as consumers prioritise value for money

Volume sales fail to recover to pre-pandemic levels as growth stalls and demand falls

Deodorant creams remains a marginal category as sales continue to decline

PROSPECTS AND OPPORTUNITIES

Struggle to maintain affordable prices set to represent the main challenge Few changes expected in the deodorant preferences of local consumers Further stability in retail distribution lies ahead for deodorants

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