

# **Deodorants in Argentina**

April 2024

**Table of Contents** 

# Deodorants in Argentina - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Consumers cut down on deodorant to save costs, challenging results Deodorant creams benefit from unisex offerings, considered economical Unilever partners with local company Parallel to enhance its distribution model

### PROSPECTS AND OPPORTUNITIES

High price points continue to challenge the landscape in the early forecast period Private label unlikely to gain ground as barriers to entry remain high The future of Procter & Gamble remains uncertain in deodorants in Argentina

#### CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2018-2023
Table 2 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 5 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 7 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

### Beauty and Personal Care in Argentina - Industry Overview

#### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for beauty and personal care?

#### MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023

- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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# SOURCES

Summary 1 - Research Sources

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