

# Deodorants in Uzbekistan

May 2023

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## Deodorants in Uzbekistan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hot climate in Uzbekistan helps to support sales of deodorants  
Unilever Group reduces range of products offered due to supply chain challenges  
Deodorant sprays remain the firm favourites, despite negative environmental image

#### PROSPECTS AND OPPORTUNITIES

Deodorants set to see stable demand, supported by the resumption of promotional activities  
Competition will remain high in the category, with the most agile players holding the top places  
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