

# Deodorants in Poland

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Deodorant sprays suffers from maturity and for being less environmentally friendly as well as a focus on fragrance rather than sweat protection

Unilever retains the lead though it loses share to “others” and the development of deodorants with natural ingredients

Discounters remains the leading channel and benefits from its development of private label

#### PROSPECTS AND OPPORTUNITIES

Positive growth for deodorants as consumers resume pre-pandemic habits and industry players develop natural and cruelty-free products

Deodorants benefits from impulse purchases via discounters but remains less important than other categories in the market

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