

# Deodorants in Canada

May 2022

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## Deodorants in Canada - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Deodorant sales bounce back as consumers resume pre-pandemic lifestyles

While stick deodorant remains the most popular format, deodorant pumps appeal to younger consumers due to lighter scents

Unilever leadership supported by moving with the times

#### PROSPECTS AND OPPORTUNITIES

Deodorants set to see increased sales growth over the forecast period as consumers return to previous habits

Premium deodorants expected to see robust sales growth over the forecast period

Commitment to sustainability and authenticity will be key

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