

Deodorants in Russia

April 2021

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Deodorants in Russia - Category analysis

KEY DATA FINDINGS

2020 IMPACT

Home seclusion and reduced visits to the gym hamper growth

Consumers use spray deodorants as a substitute for fragrances during a price sensitive time

Unilever Rus OOO maintains its lead, as Rexona aligns to the dermocosmetic trend

RECOVERY AND OPPORTUNITIES

Value growth makes a quick recovery, as premium deodorants record higher growth

Products with natural positionings gain ground over the forecast period

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GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

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