



Deodorants in Greece

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Climate change, time outdoors and health awareness supports growth for deodorants
Elais Unilever Hellas SA sale of Noxzema impacts the competitive landscape
Supermarkets remains the leading channel while retail e-commerce increases its share

PROSPECTS AND OPPORTUNITIES

Further growth is predicted for deodorant roll-ons and sticks, supported by leading brands
Positive growth for deodorant sprays will be challenged by deodorant roll-ons
Innovation and premiumisation will focus on natural ingredients and free-from formulas

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Beauty and Personal Care in Greece - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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