



# Deodorants in the Czech Republic

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value sales see mild growth while volumes remain in a negative decline  
Nivea takes over from Rexona, while smaller brands also show a promising performance  
Grocery retailers hold a slightly higher share than non-grocery retailers

PROSPECTS AND OPPORTUNITIES

Competition will remain strong over the forecast period  
Innovation likely to be the driving force of the category  
E-commerce set to see ongoing positive growth, but grocery and non-grocery will continue to split the main share

CATEGORY DATA

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Beauty and Personal Care in the Czech Republic - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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