

Deodorants in Hungary

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The growing popularity of stick deodorants as consumers appreciate sustainable alternatives
The expansion of private label goods and refillable formats
dm-Drogerie Markt supports the leading position of health and personal care stores

PROSPECTS AND OPPORTUNITIES

Strong brand loyalty and growing interest in deodorant sticks will drive price competition
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Beauty and Personal Care in Hungary - Industry Overview

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DISCLAIMER

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