



# Deodorants in Romania

May 2024

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## Deodorants in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume sales rebound, but not to the pre-pandemic level  
Deodorant sprays remains most popular format, although roll-on and stick also grow  
Consumers seek different pack sizes and specific benefits from deodorants

#### PROSPECTS AND OPPORTUNITIES

Continued growth expected along with wider portfolios  
Few changes expected in the format preferences of local consumers in deodorants  
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