



Deodorants in Finland

April 2024

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Deodorants in Finland - Category analysis

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2023 DEVELOPMENTS

Value growth outpaces volume due to inflation and evolving preferences

Natural and aluminium-free options gain traction

Multinationals remain dominant, but niche players offer promise

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Higher-priced options to drive overall value growth

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Expansion in fragrances line extensions expected, while e-commerce will continue to rise

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