



**Euromonitor
International**

Deodorants in Croatia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Deodorant sales supported by baseline demand, with sprays remaining popular
Unilever maintains its overall company lead, while Rexona gains on Nivea in brand terms
Health and personal care stores maintain their relevance for deodorants

PROSPECTS AND OPPORTUNITIES

A positive performance expected, albeit with flat volume growth
Demand for eco-friendly deodorants expected to grow
Natural and sustainable formulations will grow in popularity

CATEGORY DATA

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Beauty and Personal Care in Croatia - Industry Overview

EXECUTIVE SUMMARY

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- Retail developments
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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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