



Deodorants in Costa Rica

April 2024

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Deodorants in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Products with more innovative functional claims capture consumer attention

Bundling promotions continue to be widely used in deodorants

Secret remains the only deodorants brand available in gel format

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Scent innovation likely to become more frequent as competitive pressures grow

Demand for aluminium-free deodorants expected to increase

Products with skin-sensitive formulas will continue to gain popularity

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