



Euromonitor  
International

# Deodorants in Turkey

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sprays dominates but alternative formats gain popularity  
Unilever and Nivea Beiersdorf leverage marketing input and new product developments to stay ahead of the field  
Discounts and private label offers boost the appeal of beauty specialists

PROSPECTS AND OPPORTUNITIES

Urbanisation and health and wellness awareness to spur the use of deodorants  
Sustainable and ethical considerations to increasingly inform consumer behaviour  
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Beauty and Personal Care in Turkey - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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