



Euromonitor  
International

# Deodorants in Dominican Republic

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Climatic conditions and changes in generational preferences determine baseline demand for deodorants  
Longer protection duration and improved skin care attributes are the main demand drivers  
Supermarkets and hypermarkets offer wide portfolios of options, which are adaptable to different purchasing capacities

PROSPECTS AND OPPORTUNITIES

Deodorants will remain an ally of self-confidence in the daily interactions of Dominican consumers  
The introduction of premium deodorants takes advantage of the momentum of dermocosmetics  
Innovations in deodorants will include successful compounds in skin care

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Beauty and Personal Care in Dominican Republic - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/deodorants-in-dominican-republic/report](http://www.euromonitor.com/deodorants-in-dominican-republic/report).