

# Deodorants in Egypt

May 2025

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## Deodorants in Egypt - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Current value growth for deodorants in 2024, as prices soar

Unilever links with popular brands across distribution channels

Supermarkets represents the largest percentage of sales, but e-commerce shows notable dynamism

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Premium brands will face increased competition from mass counterparts

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