



Euromonitor
International

Deodorants in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural formulations and consumer interest in clean ingredients supported growth
Trusted brands and private label drove competition in an evolving market
Widespread access and innovation in delivery supported strong retail performance

PROSPECTS AND OPPORTUNITIES

Consumer focus on clean ingredients and strong protection will shape product demand
Premium deodorants to see modest growth as consumers weigh value and ethics
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Beauty and Personal Care in Austria - Industry Overview

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DISCLAIMER

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