



Deodorants in Canada

May 2025

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Deodorants in Canada - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The shift towards natural ingredients supports innovation and boosts value growth

Unilever Canada improves its lead through its Dove and Dove Men+Care brands

Pharmacies lead distribution, offering an extensive range of deodorants

PROSPECTS AND OPPORTUNITIES

Innovations will focus on formulas free-from ingredients perceived to be harmful

Brands are expected to increasingly invest in sustainable packaging solutions

Innovation is set to focus on both skin care benefits and heightened efficacy

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