



Euromonitor
International

Deodorants in Uruguay

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduced cross-border shopping underpins rebound in retail current value sales
Leader Unilever del Uruguay SA taps into increased demand for natural deodorants
Supermarkets dominate, but pharmacies continue to gain ground

PROSPECTS AND OPPORTUNITIES

Deodorant sprays will remain the largest category, but deodorant creams will be the most dynamic
Dermatological deodorants will grow in popularity
More consumers will prioritise environmental consciousness and sustainability

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Beauty and Personal Care in Uruguay - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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