

## **Deodorants in Costa Rica**

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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### **Report description:**

Products with more innovative and distinctive functional claims continued to win over new consumers in deodorants in Costa Rica in 2023. One of the most notable examples was Speed Stick Carbon Absorb, which is made with activated charcoal and positioned as having superior antiperspirant and odour control efficacy. Similarly, Dove Uniform Tone attracted growing attention with the claim that it can restore the natural tone of underarm skin thanks to a formula that includes 25% moisturising cream,...

Euromonitor International's Deodorants in Costa Rica report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Deodorants market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Products with more innovative functional claims capture consumer attention

Bundling promotions continue to be widely used in deodorants

Secret remains the only deodorants brand available in gel format

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Scent innovation likely to become more frequent as competitive pressures grow

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