

# Deodorants Market in Asia Pacific 2022 - Snapshot

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## Abstracts

A deodorant is a substance designed to eliminate odor. Deodorant products work in one of two ways – by preventing sweat from occurring, or by allowing it to occur but preventing bacterial activity that decomposes sweat on the skin. Conventional deodorants are often made with sweat-blocking and pore clogging aluminum, antibacterial agents such as triclosan, parabens, petrochemicals, and synthetic fragrances. The deodorants market in Asia Pacific is projected to rise by USD 2 billion by 2028, according to a new report by Gen Consulting Company. It is anticipated to expand at a CAGR of 6.8 percent during the forecast period. The increasing awareness about hygiene and the availability of varied fragrances in different formats has led to the growth of the deodorants market. Additionally, the abundance of male grooming products supplemented by the growing demand for on-demand antiperspirants are expected to fuel the growth of the deodorants market altogether.

This industry report offers market estimates of the Asia Pacific market, followed by a detailed analysis of the product, price range, packaging type, distribution channel, and country. The Asia Pacific market data on deodorants can be segmented by product: aerosols and sprays, roll-ons, sticks, others. Deodorants market is further segmented by price range: mass product, premium product. Based on packaging type, the deodorants market is segmented into: metal, plastic, others. On the basis of distribution channel, the deodorants market also can be divided into: e-commerce, specialty stores, supermarkets & hypermarkets, others. Deodorants market by country is categorized into: Australia, China, India, Indonesia, Japan, Philippines, South Korea, Thailand, Vietnam, others.

The Asia Pacific deodorants market is highly competitive. The deodorants market is dominated by key players, which are Amway Corporation, Beiersdorf AG, Better Way (Thailand) Co. Ltd., CavinKare Pvt Ltd., Chuo Bussan International Co. Ltd., Coty Inc., DHC Corporation, Fine Today Shiseido Co. Ltd. (K.K. Oriental Beauty Holding), General

Brands Inc., Henkel AG & Co. KGaA, I.P. One Co. Ltd., ITC Limited, Kao Corporation, Lion Corporation, Lush Retail Ltd., Mandom Corporation, Marico Limited, McNROE Consumer Products Private Limited, Natura & Co, Nature Republic Co. Ltd., Neo Corporate Co. Ltd., Oriflame Cosmetics S.A., Raymond Ltd., Shiseido Company Limited, The Procter & Gamble Company (P&G), Unilever PLC, Vanesa Care Pvt. Ltd., Vini Cosmetics Private Limited, Wipro Limited, Yves Rocher sa.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive market assessment across the major geographies, the report is a valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the Asia Pacific Deodorants Market

Identify segments/areas to invest in over the forecast period in the Asia Pacific Deodorants Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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## Contents

### **PART 1. SUMMARY**

### **PART 2. INTRODUCTION**

Study period  
Geographical scope  
Market segmentation

### **PART 3. DEODORANTS MARKET OVERVIEW**

### **PART 4. MARKET BREAKDOWN BY PRODUCT**

Aerosols and sprays  
Roll-ons  
Sticks  
Others

### **PART 5. MARKET BREAKDOWN BY PRICE RANGE**

Mass product  
Premium product

### **PART 6. MARKET BREAKDOWN BY PACKAGING TYPE**

Metal  
Plastic  
Others

### **PART 7. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

E-commerce  
Specialty stores  
Supermarkets & hypermarkets  
Others

### **PART 8. MARKET BREAKDOWN BY COUNTRY**

Australia  
China  
India  
Indonesia  
Japan  
Philippines  
South Korea  
Thailand  
Vietnam  
Others

## **PART 9. KEY COMPANIES**

Amway Corporation  
Beiersdorf AG  
Better Way (Thailand) Co., Ltd.  
CavinKare Pvt Ltd.  
Chuo Bussan International Co., Ltd.  
Coty Inc.  
DHC Corporation  
Fine Today Shiseido Co., Ltd. (K.K. Oriental Beauty Holding)  
General Brands, Inc.  
Henkel AG & Co. KGaA  
I.P. One Co., Ltd.  
ITC Limited  
Kao Corporation  
Lion Corporation  
Lush Retail Ltd.  
Mandom Corporation  
Marico Limited  
McNROE Consumer Products Private Limited  
Natura & Co  
Nature Republic Co., Ltd.  
Neo Corporate Co., Ltd.  
Oriflame Cosmetics S.A.  
Raymond Ltd.  
Shiseido Company, Limited  
The Procter & Gamble Company (P&G)  
Unilever PLC

Vanesa Care Pvt. Ltd.  
Vini Cosmetics Private Limited  
Wipro Limited  
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## **PART 10. METHODOLOGY**

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