

Deodorants Market in Latin America 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 in Latin America market is expected to increase by USD 5 billion, at a compound annual growth rate (CAGR) of 10.3% from 2022 to 2028, according to the latest edition of the Deodorants Market in Latin America Report. 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 Latin America market, followed by a detailed analysis of the product, price range, packaging type, distribution channel, and country. The Latin America 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: Argentina, Brazil, Chile, Colombia, Mexico, others.

The Latin America deodorants market is highly competitive. Some of the leading companies operating in the market are Arca Distribuciones S.A., Baston Industria de Aerossois LTDA, Beiersdorf AG, Cannon Puntana S.A., Colgate-Palmolive Company, Corporacion Belcorp, Coty Inc., Dana Classic Fragrances Inc. (IMG Holdings Inc.), Empresas Davis s.a., Grupo Boticario, GSK plc (GlaxoSmithKline plc), Henkel AG & Co.

KGaA, High Ridge Brands Co., L'Oreal S.A., Matiz S.A., Memphis S.A. Industrial, Natura & Co, Parfums de Coeur Ltd., PUIG SL, The Procter & Gamble Company (P&G), Tupperware Brands Corporation (TUP), Unilever PLC, Vorwerk & Co. KG.

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 Latin America Deodorants Market

Identify segments/areas to invest in over the forecast period in the Latin America 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.

Print authentication provided for the single-user license.

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Cannon Puntana S.A.
Colgate-Palmolive Company
Corporacion Belcorp
Coty Inc.
Dana Classic Fragrances, Inc. (IMG Holdings Inc.)
Empresas Davis s.a.
Grupo Boticario
GSK plc (GlaxoSmithKline plc)
Henkel AG & Co. KGaA
High Ridge Brands Co.
L'Oreal S.A.
Matiz S.A.
Memphis S.A. Industrial
Natura & Co
Parfums de Coeur, Ltd.
PUIG SL
The Procter & Gamble Company (P&G)
Tupperware Brands Corporation (TUP)
Unilever PLC
Vorwerk & Co. KG

PART 10. METHODOLOGY

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