

Deodorants Market in Middle East and Africa 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. According to Gen Consulting Company, the deodorants market in Middle East and Africa is projected to reach USD 4,765 million, recording a CAGR of approximately 8.7 percent from 2022 to 2028. 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 Middle East and Africa market, followed by a detailed analysis of the product, price range, packaging type, distribution channel, and country. The Middle East and Africa 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: Egypt, Nigeria, Saudi Arabia, South Africa, United Arab Emirates, others.

The Middle East and Africa deodorants market is highly competitive. The leading players in the deodorants market include Unilever PLC, Beiersdorf AG, Henkel AG &

Co. KGaA, Colgate-Palmolive Company, Revlon Inc., Coty Inc., L'Oreal S.A., Natura & Co, The Procter & Gamble Company (P&G), Tiger Brands Limited, Amka Products (Pty) Ltd., Avi Ltd., Sano-Bruno's Enterprises Ltd., Mirato S.p.A., Doetsch Grether AG.

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 Middle East and Africa Deodorants Market

Identify segments/areas to invest in over the forecast period in the Middle East and Africa 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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The Procter & Gamble Company (P&G)
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