

Global Deodorants Market 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 global deodorants market is anticipated to increase by USD 12 billion till 2028 at an average annual growth of 6.3 percent as per the latest report by Gen Consulting Company. 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 global market, followed by a detailed analysis of the product, price range, packaging type, distribution channel, and region. The global 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 region is categorized into: Asia Pacific, Europe, Latin America, Middle East and Africa, North America.

The global deodorants market is highly competitive. The key players in the deodorants market include Amway Corporation, Angelini Group, Bath & Body Works Inc., Beiersdorf AG, Church & Dwight Co. Inc., Colgate-Palmolive Company, Corporacion Belcorp, Corporacion Yanbal International, Coty Inc., Fine Today Shiseido Co. Ltd. (K.K. Oriental Beauty Holding), Grupo Boticario, Henkel AG & Co. KGaA, High Ridge Brands Co., ITC

Limited, Kao Corporation, Lion Corporation, L'Oreal S.A., Mandom Corporation, Mirato S.p.A., Natura & Co, Oriflame Cosmetics S.A., Parfums de Coeur Ltd., Revlon Inc., The Bolton Group, The Procter & Gamble Company (P&G), Unilever PLC, Victoria's Secret & Co., 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 Global Deodorants Market

Identify segments/areas to invest in over the forecast period in the Global 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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Church & Dwight Co., Inc.
Colgate-Palmolive Company
Corporacion Belcorp
Corporacion Yanbal International
Coty Inc.
Fine Today Shiseido Co., Ltd. (K.K. Oriental Beauty Holding)
Grupo Boticario
Henkel AG & Co. KGaA
High Ridge Brands Co.
ITC Limited
Kao Corporation
Lion Corporation
L'Oreal S.A.
Mandom Corporation
Mirato S.p.A.
Natura & Co
Oriflame Cosmetics S.A.
Parfums de Coeur, Ltd.
Revlon, Inc.
The Bolton Group
The Procter & Gamble Company (P&G)
Unilever PLC
Victoria's Secret & Co.
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PART 10. METHODOLOGY

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