

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Deodorant Market 2018, Forecast to 2023**

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## **Abstracts**

Deodorants and antiperspirants are in high demand in developed regions such as the Americas and Western Europe. With consumers there increasingly opting for products that contain natural ingredients, manufacturers have been reformulating their products to cater to this requirement. The growing implementation of daily grooming routines among teenagers and white collar professionals is also contributing to the sale of deodorant products. Scope of the Report:

This report focuses on the Deodorant in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. The increasing demand for antiperspirants and the rise in male grooming is fueling the growth of this market. In order to avoid unpleasant smells, consumers use deodorants and antiperspirants. Deodorants help to get rid of body odor, whereas antiperspirants help stop or dry up perspiration. Deodorants help control the growth of the bacteria that causes bad smells, as well as mask the smell with help of a scented perfume present in the product formulation. There is an increasing need for deodorants and antiperspirants to protect consumers from sweating and body odor during and after sport activities. However, the adverse health effects of deodorant usage is anticipated to deter the growth of the market during the forecast period. The use of antiperspirants may undermine the natural process of sweating, which regulates body temperature. Moreover, the presence of aluminum in antiperspirants in the form of aluminum chlorohydrate can lead to renal dysfunction and Alzheimer's disease. Chemicals present in deodorants can also cause contact dermatitis, which leads to skin rashes, pain, and irritation.

The worldwide market for Deodorant is expected to grow at a CAGR of roughly xx%

over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Avon

Beiersdorf

Colgate-Palmolive

Henkel

P&G

Unilever

Adidas

CavinKare

Chanel

Christian Dior

Church & Dwight

Estee Lauder

Godrej Consumer Products

Hypermarchas

Kao

Lion

L'Oreal

McNroe

Playboy

Raymond

Revlon

Shekofa Kish

Shiseido

Tom's of Maine

TTK Healthcare

Verdan Sarl

Vini Group

Yardley of London

#### Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

#### Market Segment by Type, covers

Deodorant sprays

Roll-on deodorants

Sticks and solid deodorants

Others (cream, gel, pumps, and wipe)

Market Segment by Applications, can be divided into

Supermarket

Stores

There are 15 Chapters to deeply display the global Deodorant market.

Chapter 1, to describe Deodorant Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Deodorant, with sales, revenue, and price of Deodorant, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Deodorant, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Deodorant market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Deodorant sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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