

# Deodorants Market in Asia Pacific 2021

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## Abstracts

An antiperspirant is a chemical agent that reduces perspiration or sweating. Deodorants typically include antiseptic ingredients that repel the bacteria that cause odor, and may contain an additional fragrance. The deodorants market in Asia Pacific is poised to grow by US\$ 1,837 million from 2021 to 2027, registering a CAGR of 6.7% during the forecast period, according to StrategyHelix. The increasing demand for personal grooming products, along with the rise in female workforce participation, rising demand for novel and innovative scented products among millennials, increasing awareness regarding the benefits of maintaining personal hygiene are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for deodorants. The Asia Pacific deodorants market is segmented on the basis of price range, product, distribution channel, and country. By price range, the deodorants market in Asia Pacific has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the deodorants market in Asia Pacific. Based upon product, the deodorants market in Asia Pacific is categorized into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. In 2020, the aerosols and sprays segment made up the largest share of revenue generated by the deodorants market. On the basis of distribution channel, the deodorants market in Asia Pacific has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the deodorants market in Asia Pacific has been segmented into Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The Asia Pacific deodorants market is highly competitive. Some of the leading companies operating in the market are Amway Corporation, Beiersdorf AG, Better Way (Thailand) Co. Ltd., Chuo Bussan International Co. Ltd., General Brands Inc., Henkel AG & Co. KGaA, ITC Limited, Kao Corporation, Lion Corporation, Lush Retail Ltd.,

Mandom Corporation, Marico Limited, McNROE Consumer Products Private Limited, Natura & Co, Neo Corporate Co. Ltd., Osotspa Public Company Limited (OSP), Raymond Ltd., Rohto Pharmaceutical Co. Ltd., Shiseido Company Limited, Unilever PLC, Vanesa Care Pvt. Ltd., Vini Cosmetics Private Limited.

#### Report Scope

Price range: prestige product, mass product

Product: aerosols and sprays, creams and gels, pumps, roll-ons, sticks

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Country: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific deodorants market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Chuo Bussan International Co., Ltd.  
General Brands, Inc.  
Henkel AG & Co. KGaA  
ITC Limited  
Kao Corporation  
Lion Corporation  
Lush Retail Ltd.  
Mandom Corporation  
Marico Limited  
McNROE Consumer Products Private Limited  
Natura & Co  
Neo Corporate Co., Ltd.  
Osotspa Public Company Limited (OSP)  
Raymond Ltd.  
Rohto Pharmaceutical Co., Ltd.  
Shiseido Company, Limited  
Unilever PLC  
Vanessa Care Pvt. Ltd.  
Vini Cosmetics Private Limited  
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