

Deodorants Market in Australia 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. A study by StrategyHelix indicates that the deodorants market in Australia is poised to grow at a CAGR of around 2.6% over the analysis period of 2021 to 2027. 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 Australia deodorants market is segmented on the basis of price range, product, and distribution channel. Based on price range, the deodorants market in Australia is categorized into prestige product, mass product. The mass product segment held the largest share of the Australia deodorants market in 2020 and is anticipated to hold its share during the forecast period. On the basis of product, the deodorants market in Australia has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. In Australia, the aerosols and sprays segment made up the largest share of the deodorants market. By distribution channel, the deodorants market in Australia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Australia deodorants market is highly competitive. Some of the leading companies operating in the market are Unilever PLC, Beiersdorf AG, PharmaCare Laboratories Pty Ltd, The Procter & Gamble Company (P&G), Coty Inc., Revlon Inc., Perrigo Company PLC.

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

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Australia 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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The Procter & Gamble Company (P&G)
Coty Inc.
Revlon, Inc.

Perrigo Company PLC
About StrategyHelix
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