

Deodorants Market in Belgium 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 Belgium is projected to expand by a CAGR of 3.3% from 2021 through 2027, 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 Belgium deodorants market is segmented on the basis of price range, product, and distribution channel. By price range, the deodorants market in Belgium 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 Belgium. Based upon product, the deodorants market in Belgium 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 Belgium has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Belgium deodorants market is highly competitive. The key players in the deodorants market include Unilever PLC, Beiersdorf AG, Henkel AG & Co. KGaA, Colgate-Palmolive Company, L'Oreal S.A., Yves Rocher sa, Coty Inc.

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 Belgium deodorants market

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

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. DEODORANTS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY PRODUCT

Aerosols and sprays
Creams and gels
Pumps
Roll-ons
Sticks

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. KEY COMPANIES

Unilever PLC
Beiersdorf AG
Henkel AG & Co. KGaA
Colgate-Palmolive Company
L'Oreal S.A.
Yves Rocher sa

Coty Inc.
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