Deodorants Market in Croatia 2021

https://marketpublishers.com/r/D4CDC7DF700DEN.html

Date: January 2022
Pages: 19
Price: US$ 550.00 (Single User License)
ID: D4CDC7DF700DEN

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 Croatia is poised to grow at a CAGR of around 3% over the analysis period of 2021 to 2027, according to data and analytics company 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 Croatia deodorants market is segmented on the basis of price range, product, and distribution channel. By price range, the deodorants market in Croatia has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Croatia deodorants market in 2020. Based upon product, the deodorants market in Croatia is categorized into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. According to the research, the aerosols and sprays segment had the largest share in the deodorants market in Croatia. On the basis of distribution channel, the deodorants market in Croatia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

Key companies profiled in the report include Unilever PLC, Beiersdorf AG, L'Oreal S.A., The Procter & Gamble Company (P&G), Henkel AG & Co. KGaA, 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 Croatia 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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Beiersdorf AG
L'Oreal S.A.
The Procter & Gamble Company (P&G)
Henkel AG & Co. KGaA
Coty Inc.

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