

# Deodorants Market in Europe 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. According to a report by StrategyHelix, the deodorants market in Europe is set to increase by US\$ 1,450 million during 2021-2027, growing at a CAGR of 2.7% during the forecast period. 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 Europe deodorants market is segmented on the basis of price range, product, distribution channel, and country. On the basis of price range, the deodorants market in Europe has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the deodorants market in Europe. By product, the deodorants market in Europe has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. The aerosols and sprays segment held the largest revenue share in 2020. Based on distribution channel, the deodorants market in Europe is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the deodorants market in Europe is segmented into France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom.

The Europe deodorants market is highly competitive. The deodorants market is dominated by key players, which are Unilever PLC, L'Oreal S.A., Mirato S.p.A., Beiersdorf AG, Colgate-Palmolive Company, The Bolton Group, Henkel AG & Co. KGaA, Revlon Inc., Coty Inc., Remark Groep BV, Laboratorios Byly S.A., Angelini

Group, Li & Fung Limited, Grupo Ac Marca SL, Gruppo Sodalis Srl.

#### 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: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Europe 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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Unilever PLC  
L'Oreal S.A.  
Mirato S.p.A.  
Beiersdorf AG  
Colgate-Palmolive Company  
The Bolton Group  
Henkel AG & Co. KGaA  
Revlon, Inc.  
Coty Inc.  
Remark Groep BV  
Laboratorios Byly, S.A.  
Angelini Group  
Li & Fung Limited  
Grupo Ac Marca SL  
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