

# Deodorants Market in Georgia 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 Georgia is anticipated to expand positively at a CAGR of 5.4% during the forecast period (2021-2027), 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 Georgia deodorants market is segmented on the basis of price range, product, and distribution channel. By price range, the deodorants market in Georgia 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 Georgia. Based upon product, the deodorants market in Georgia 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 Georgia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Georgia deodorants market is highly competitive. Top players covered in Georgia Deodorants Market Study are Unilever PLC, L'Oreal S.A., Beiersdorf AG, The Procter & Gamble Company (P&G), Henkel AG & Co. KGaA, Oriflame Cosmetics S.A., Natura & Co, Colgate-Palmolive Company.

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 Georgia 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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Mass product

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Beiersdorf AG  
The Procter & Gamble Company (P&G)  
Henkel AG & Co. KGaA  
Oriflame Cosmetics S.A.

Natura & Co  
Colgate-Palmolive Company  
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