

Deodorants Market in Germany 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 Germany is expected to increase by US\$ 243 million from 2021 to 2027, garnering a CAGR of 2.9% 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 Germany deodorants market is segmented on the basis of price range, product, and distribution channel. Based on price range, the deodorants market in Germany is categorized into prestige product, mass product. In Germany, the mass product segment made up the largest share of the deodorants market. On the basis of product, the deodorants market in Germany has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. The aerosols and sprays segment captured the largest share of the market in 2020. By distribution channel, the deodorants market in Germany has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Unilever PLC, Beiersdorf AG, Henkel AG & Co. KGaA, Coty Inc., Li & Fung Limited, L'Oreal S.A.

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 Germany 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
Henkel AG & Co. KGaA
Coty Inc.
Li & Fung Limited
L'Oreal S.A.

About StrategyHelix

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