

Deodorants Market in Ghana 2021

<https://marketpublishers.com/r/D9884F1ABC39EN.html>

Date: January 2022

Pages: 16

Price: US\$ 550.00 (Single User License)

ID: D9884F1ABC39EN

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 Ghana is projected to expand by a CAGR of 8.3% from 2021 through 2027. 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 Ghana deodorants market is segmented on the basis of price range, product, and distribution channel. Based on price range, the deodorants market in Ghana is categorized into prestige product, mass product. The mass product segment captured the largest share of the market in 2020. On the basis of product, the deodorants market in Ghana has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. The aerosols and sprays segment held the largest share of the Ghana deodorants market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the deodorants market in Ghana has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The key players in the deodorants market include Unilever PLC, Beiersdorf AG, L'Oreal S.A., 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 Ghana 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
L'Oreal S.A.
Henkel AG & Co. KGaA
Coty Inc.
About StrategyHelix

Disclaimer

I would like to order

Product name: Deodorants Market in Ghana 2021

Product link: <https://marketpublishers.com/r/D9884F1ABC39EN.html>

Price: US\$ 550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D9884F1ABC39EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970