

# Deodorants Market in Guatemala 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 Guatemala is set to grow at a healthy compound annual growth rate (CAGR) of 4.9% in the next five years, 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 Guatemala deodorants market is segmented on the basis of price range, product, and distribution channel. By price range, the deodorants market in Guatemala has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the deodorants market. Based upon product, the deodorants market in Guatemala is categorized into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. The aerosols and sprays segment was the largest contributor to the Guatemala deodorants market in 2020. On the basis of distribution channel, the deodorants market in Guatemala has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The deodorants market is dominated by key players, which are Colgate-Palmolive Company, Unilever PLC, Natura & Co, The Procter & Gamble Company (P&G), Beiersdorf AG, Corporacion Belcorp.

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 Guatemala 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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Unilever PLC  
Natura & Co  
The Procter & Gamble Company (P&G)  
Beiersdorf AG  
Corporacion Belcorp

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