

# Deodorants Market in Italy 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 StrategyHelix, the deodorants market in Italy is expected to increase by US\$ 40 million during 2021-2027, expanding at a CAGR of 1.1% 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 Italy deodorants market is segmented on the basis of price range, product, and distribution channel. Based on price range, the deodorants market in Italy 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 Italy 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 Italy deodorants market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the deodorants market in Italy has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The deodorants market is dominated by key players, which are Unilever PLC, Mirato S.p.A., The Bolton Group, Beiersdorf AG, Angelini Group, Gruppo Sodalìs 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

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Italy 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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Sticks

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Unilever PLC  
Mirato S.p.A.  
The Bolton Group  
Beiersdorf AG  
Angelini Group  
Gruppo Sodalis Srl

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