

Deodorants Market in Kazakhstan 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 Kazakhstan is projected to expand by a CAGR of 7.1% from 2021 through 2027, 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 Kazakhstan deodorants market is segmented on the basis of price range, product, and distribution channel. By price range, the deodorants market in Kazakhstan has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Kazakhstan deodorants market in 2020. Based upon product, the deodorants market in Kazakhstan is categorized into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. According to the research, the aerosols and sprays segment had the largest share in the deodorants market in Kazakhstan. On the basis of distribution channel, the deodorants market in Kazakhstan has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Kazakhstan deodorants market is highly competitive. The leading players in the deodorants market include Beiersdorf AG, Unilever PLC, Henkel AG & Co. KGaA, The Procter & Gamble Company (P&G), L'Oreal S.A., Natura & Co, Colgate-Palmolive Company, Oriflame Cosmetics 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 Kazakhstan 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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Henkel AG & Co. KGaA
The Procter & Gamble Company (P&G)
L'Oreal S.A.
Natura & Co

Colgate-Palmolive Company
Oriflame Cosmetics S.A.
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