

# Deodorants Market in Kenya 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 Kenya is expected to increase at a CAGR of 6.5% till 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 Kenya deodorants market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the deodorants market in Kenya has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By product, the deodorants market in Kenya has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. Among these, the aerosols and sprays segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the deodorants market in Kenya is categorized 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 Beiersdorf AG, Unilever PLC, Henkel AG & Co. KGaA, Rasasi Perfumes Industry LLC, PZ Cussons Plc, 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 Kenya 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  
Rasasi Perfumes Industry LLC  
PZ Cussons Plc  
L'Oreal S.A.

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