

Deodorants Market in Latin America 2021

<https://marketpublishers.com/r/D62250AAAE7FEN.html>

Date: January 2022

Pages: 15

Price: US\$ 1,650.00 (Single User License)

ID: D62250AAAE7FEN

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 Latin America is expected to increase by US\$ 3,457 million during 2021-2027, expanding at a CAGR of 7.3% 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 Latin America deodorants market is segmented on the basis of price range, product, distribution channel, and country. Based on price range, the deodorants market in Latin America is categorized into prestige product, mass product. The mass product segment held the largest share of the Latin America deodorants market in 2020 and is anticipated to hold its share during the forecast period. On the basis of product, the deodorants market in Latin America has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. In Latin America, the aerosols and sprays segment made up the largest share of the deodorants market. By distribution channel, the deodorants market in Latin America has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the deodorants market in Latin America is segmented into Argentina, Brazil.

The Latin America deodorants market is highly competitive. The prominent players operating in the Latin America deodorants market include Beiersdorf AG, Cannon Puntana S.A., Colgate-Palmolive Company, Coty Inc., Grupo Boticario, L'Oreal S.A., Natura & Co, The Procter & Gamble Company (P&G), Unilever PLC.

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

Country: Argentina, Brazil

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Latin America 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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Cannon Puntana S.A.
Colgate-Palmolive Company
Coty Inc.
Grupo Boticario
L'Oreal S.A.
Natura & Co
The Procter & Gamble Company (P&G)
Unilever PLC
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