

Deodorants Market in Malaysia 2021

<https://marketpublishers.com/r/D84D116CAFA6EN.html>

Date: January 2022

Pages: 13

Price: US\$ 550.00 (Single User License)

ID: D84D116CAFA6EN

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 a report by StrategyHelix, the deodorants market in Malaysia is set to grow at a healthy compound annual growth rate (CAGR) of 5.6% in the next five years. 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 Malaysia deodorants market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the deodorants market in Malaysia has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the deodorants market in Malaysia. By product, the deodorants market in Malaysia has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. The aerosols and sprays segment held the largest revenue share in 2020. Based on distribution channel, the deodorants market in Malaysia is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The deodorants market is dominated by key players, which are Unilever PLC, Wipro Limited, Beiersdorf AG, Coty Inc.

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 Malaysia 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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Wipro Limited
Beiersdorf AG
Coty Inc.
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