

Deodorants Market in Middle East and Africa 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. A study by StrategyHelix indicates that the deodorants market in Middle East and Africa is expected to increase by US\$ 1,110 million from 2021 to 2027, garnering a CAGR of 6.8% 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 Middle East and Africa deodorants market is segmented on the basis of price range, product, distribution channel, and country. Based on price range, the deodorants market in Middle East and Africa 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 Middle East and Africa 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 Middle East and Africa deodorants market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the deodorants market in Middle East and Africa has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the deodorants market in Middle East and Africa has been segmented into South Africa, United Arab Emirates.

The Middle East and Africa deodorants market is highly competitive. Top players covered in Middle East and Africa Deodorants Market Study are Amka Products (Pty) Ltd., Beiersdorf AG, Colgate-Palmolive Company, Coty Inc., Henkel AG & Co. KGaA,

Natura & Co, Natural Ltd., Revlon Inc., The Procter & Gamble Company (P&G), Tiger Brands Limited, 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: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa deodorants market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. DEODORANTS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY PRODUCT

Aerosols and sprays
Creams and gels
Pumps
Roll-ons
Sticks

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. MARKET BREAKDOWN BY COUNTRY

South Africa
United Arab Emirates

PART 7. KEY COMPANIES

Amka Products (Pty) Ltd.

Beiersdorf AG
Colgate-Palmolive Company
Coty Inc.
Henkel AG & Co. KGaA
Natura & Co
Natural Ltd.
Revlon, Inc.
The Procter & Gamble Company (P&G)
Tiger Brands Limited
Unilever PLC
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