

Deodorants Market in Myanmar 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 Myanmar is poised to grow at a CAGR of around 9.3% over the analysis period of 2021 to 2027, according to 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 Myanmar deodorants market is segmented on the basis of price range, product, and distribution channel. By price range, the deodorants market in Myanmar has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the deodorants market in Myanmar. Based upon product, the deodorants market in Myanmar is categorized into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. In 2020, the aerosols and sprays segment made up the largest share of revenue generated by the deodorants market. On the basis of distribution channel, the deodorants market in Myanmar has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

Some of the leading companies operating in the market are Beiersdorf AG, Mase Industries Sdn Bhd, Tohtonku Sdn. Bhd., Osotspa Public Company Limited (OSP).

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 Myanmar 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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Beiersdorf AG
Mase Industries Sdn Bhd
Tohtonku Sdn. Bhd.
Osotspa Public Company Limited (OSP)
About StrategyHelix
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