

# Deodorants Market in North Macedonia 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 North Macedonia is projected to expand by a CAGR of 1.4% from 2021 through 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 North Macedonia deodorants market is segmented on the basis of price range, product, and distribution channel. Based on price range, the deodorants market in North Macedonia is categorized into prestige product, mass product. In North Macedonia, the mass product segment made up the largest share of the deodorants market. On the basis of product, the deodorants market in North Macedonia has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. The aerosols and sprays segment captured the largest share of the market in 2020. By distribution channel, the deodorants market in North Macedonia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The North Macedonia deodorants market is highly competitive. The key players in the deodorants market include Unilever PLC, Gr. Sarantis S.A., L'Oreal S.A., Beiersdorf AG, Coty Inc., Colgate-Palmolive Company, Natura & Co, Henkel AG & Co. KGaA.

### 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 North Macedonia 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. KEY COMPANIES**

Unilever PLC  
Gr. Sarantis S.A.  
L'Oreal S.A.  
Beiersdorf AG  
Coty Inc.  
Colgate-Palmolive Company

Natura & Co  
Henkel AG & Co. KGaA  
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