

Deodorants Market in South 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 South Africa is expected to increase by US\$ 227 million from 2021 to 2027, garnering a CAGR of 5.7% 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 South Africa deodorants market is segmented on the basis of price range, product, and distribution channel. Based on price range, the deodorants market in South Africa is categorized into prestige product, mass product. The mass product segment held the largest share of the South Africa deodorants market in 2020 and is anticipated to hold its share during the forecast period. On the basis of product, the deodorants market in South Africa has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. In South Africa, the aerosols and sprays segment made up the largest share of the deodorants market. By distribution channel, the deodorants market in South Africa has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The South Africa deodorants market is highly competitive. As of 2020, the major players in the South Africa deodorants market were Unilever PLC, Revlon Inc., Beiersdorf AG, Tiger Brands Limited, Natura & Co, Colgate-Palmolive Company, Amka Products (Pty) Ltd.

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 South 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. KEY COMPANIES

Unilever PLC
Revlon, Inc.
Beiersdorf AG
Tiger Brands Limited
Natura & Co
Colgate-Palmolive Company

Amka Products (Pty) Ltd.
About StrategyHelix
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