

Deodorants Market in South Korea 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 Korea is set to grow at a healthy compound annual growth rate (CAGR) of 4.9% 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 South Korea deodorants market is segmented on the basis of price range, product, and distribution channel. Based on price range, the deodorants market in South Korea is categorized into prestige product, mass product. In South Korea, the mass product segment made up the largest share of the deodorants market. On the basis of product, the deodorants market in South Korea 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 South Korea has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

As of 2020, the major players in the South Korea deodorants market were Beiersdorf AG, Lush Retail Ltd., General Brands 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 South Korea 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
Lush Retail Ltd.
General Brands, Inc.
About StrategyHelix
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