

Deodorants Market in Sweden 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 Sweden is set to grow at a healthy compound annual growth rate (CAGR) of 1.8% in the next five years, 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 Sweden deodorants market is segmented on the basis of price range, product, and distribution channel. By price range, the deodorants market in Sweden has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the deodorants market. Based upon product, the deodorants market in Sweden is categorized into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. The aerosols and sprays segment was the largest contributor to the Sweden deodorants market in 2020. On the basis of distribution channel, the deodorants market in Sweden has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

As of 2020, the major players in the Sweden deodorants market were Unilever PLC, Beiersdorf AG, L'Oreal S.A., Coty Inc., Colgate-Palmolive Company.

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 Sweden 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
Beiersdorf AG
L'Oreal S.A.
Coty Inc.
Colgate-Palmolive Company
About StrategyHelix

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