

# Deodorants Market in United Kingdom 2021

<https://marketpublishers.com/r/DD88FDCC84ACEN.html>

Date: January 2022

Pages: 21

Price: US\$ 550.00 (Single User License)

ID: DD88FDCC84ACEN

## 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 United Kingdom is poised to grow by US\$ 135 million during 2021-2027, progressing at a CAGR of 1.8% during the forecast period, according to data and analytics company 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 United Kingdom deodorants market is segmented on the basis of price range, product, and distribution channel. By price range, the deodorants market in United Kingdom has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the United Kingdom deodorants market in 2020. Based upon product, the deodorants market in United Kingdom is categorized into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. According to the research, the aerosols and sprays segment had the largest share in the deodorants market in United Kingdom. On the basis of distribution channel, the deodorants market in United Kingdom has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The United Kingdom deodorants market is highly competitive. The leading players in the deodorants market include Unilever PLC, Beiersdorf AG, Revlon Inc., Henkel AG & Co. KGaA, Colgate-Palmolive Company, L'Oreal S.A., Coty 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 United Kingdom 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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Revlon, Inc.  
Henkel AG & Co. KGaA  
Colgate-Palmolive Company  
L'Oreal S.A.

Coty Inc.  
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