

Global Deodorants Market 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 global deodorants market is poised to grow by US\$ 9,347 million during 2021-2027, progressing at a CAGR of 4.8% 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 global deodorants market is segmented on the basis of price range, product, distribution channel, and region. By price range, the global deodorants market 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 global deodorants market is categorized into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. The aerosols and sprays segment was the largest contributor to the global deodorants market in 2020. On the basis of distribution channel, the global deodorants market has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the global deodorants market is segmented into North America, Asia Pacific, Europe, Middle East and Africa, Latin America.

The global deodorants market is highly competitive. The report also includes the profiles of leading companies such as Amway Corporation, Beiersdorf AG, Colgate-Palmolive Company, Coty Inc., Henkel AG & Co. KGaA, Kao Corporation, Li & Fung Limited, Lion Corporation, L'Oreal S.A., Lush Retail Ltd., Mirato S.p.A., Natura & Co, Neo Corporate

Co. Ltd., Raymond Ltd., Remark Groep BV, Revlon Inc., Shiseido Company Limited, The Bolton Group, The Procter & Gamble Company (P&G), The Village Company, Unilever PLC.

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

Region: North America, Asia Pacific, Europe, Middle East and Africa, Latin America

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the global deodorants market

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. MARKET BREAKDOWN BY REGION

North America
Asia Pacific
Europe
Middle East and Africa
Latin America

PART 7. KEY COMPANIES

Amway Corporation
Beiersdorf AG
Colgate-Palmolive Company
Coty Inc.
Henkel AG & Co. KGaA
Kao Corporation
Li & Fung Limited
Lion Corporation
L'Oreal S.A.
Lush Retail Ltd.
Mirato S.p.A.
Natura & Co
Neo Corporate Co., Ltd.
Raymond Ltd.
Remark Groep BV
Revlon, Inc.
Shiseido Company, Limited
The Bolton Group
The Procter & Gamble Company (P&G)
The Village Company
Unilever PLC
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