Deodorants - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Deodorants in US$ Thousands by the following Product Segments: Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 119 companies including many key and niche players such as:

- Avon Products, Inc
- Beiersdorf AG
- CavinKare Pvt. Ltd.
- Church & Dwight Co., Inc
- Colgate-Palmolive Company

Contents:

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study
Stick & Solid Deodorants
Spray Deodorants
Aerosol Sprays
Non-Aerosol Sprays
Squeeze-Bottle Sprays
Roll-On Deodorants
Other Deodorants

II. EXECUTIVE SUMMARY

1. MARKET OVERVIEW
World Deodorants Market at a Glance
Global Deodorants Market Landscape
Current and Future Analysis
Analysis by Product Segment
Global Deodorants Market
A Regional Perspective
Developed Countries Dominate the Global Deodorants Market
Table 1: Share of Developed Regions in the Global Deodorants Market: 2015 (includes corresponding Graph/Chart)
Developing Nations to Turbo Charge Future Growth
Table 2: Growth of Developing Markets Vis-à-Vis Developed Regions (includes corresponding Graph/Chart)
Growth Drivers
Rapid Urbanization Worldwide: A Key Growth Driver
Table 3: Total Population Worldwide by Urban and Rural Population in Thousands: 1950-2050P (includes corresponding Graph/Chart)
Table 4: Percentage of Urban Population in Select Countries (2014 & 2050) (includes corresponding Graph/Chart)
Burgeoning Middle Class Population Spurs Market Growth
Table 5: Global Middle Class Population (in Millions) by Geographic Region: 2010, 2020P & 2030P (includes
Improvement in Global GDP Performance Bodes Well for the Market
Table 6: Economic Growth (in %) Worldwide by Region: 2011-2014E (includes corresponding Graph/Chart)
Table 7: GDP Growth for Key Developed and Developing Countries: 2003-2013 (includes corresponding Graph/Chart)
Table 8: World Real GDP (2014 & 2015E): GDP Growth Rates in % by Select Region/Country (includes corresponding Graph/Chart)
The Impact of the Euro Zone Crisis on the Deodorants Market
Changing Consumer Behavior
Manufacturers Rely on Product Innovations for Value Growth
Recent Innovations in Deodorants
Trends and Issues
Advanced Markets Witness Maturity
Technologically Advanced Products
Bails out Market Maturity
Deodorants Inch towards Beauty Products
Increasing Emphasis on Format Innovations and Packaging
Increase in Male Grooming Spurs Growth in Deodorant Sales
Green is the Trend- Increasing Preference for Natural, Organic, and Mineral Products
Compressed, Eco-friendly, Perfumed and Multifunctional Deodorants in Demand
Manufacturers Target Ageing Population
Crystal Deodorants Find Favor
Multi-Functionality
A New Wave
High-Performance Deodorants Experience Increased Demand
Younger Populace -The Energizer for Deodorants
Deodorants Move Away from Unisex Brands
Issues and Concerns
Harmful Effects of Deodorants on the Body
A Concern
Negative Effect on Environment
Aerosol Deodorants
Not the Greenest Way

2. DEODORANTS/ANTIPERSPIRANTS: A MARKET OVERVIEW
Deodorants/Antiperspirants: Image Builders
Competitive Scenario
Table 9: Global Deodorants Market by Leading Players (2014E): Percentage Market Share Breakdown of Dollar Sales for Beiersdorf, Procter and Gamble, Unilever, and Others (includes corresponding Graph/Chart)
Leading Players & Brands in the Global Deodorants Market
Internet Marketing Fuels Market Competition
Deodorants
A Consumer Oriented Market
Table 10: Percentage Share Breakdown of Consumer Preferences for a Deodorant Purchase (includes corresponding Graph/Chart)
Usage Patterns
Table 11: Usage Pattern of Deodorant Formats Among Men & Women (In Percentage) (includes corresponding Graph/Chart)

3. PRODUCT OVERVIEW
Deodorants: An Indispensable Aspect of Life
Common Ingredients in Deodorants
A Brief on Triclosan
A Major Ingredient
Triclosan Benefits
Health Hazards Associated with Triclosan
Antiperspirants
Antiperspirants vs. Deodorants
Constituents of Deodorants
Ingredients of Antiperspirants
Side Effects
Combination of Deodorants and Antiperspirants
Categorization of Deodorants/Antiperspirants
Spray Deodorants
Aerosol Sprays
Non Aerosol Sprays
Squeeze
Bottle Sprays
Sticks and Solids
Roll-Ons
Other Types of Formulations
Deodorant Creams
Deodorant Wipes
Deodorant Gels

4. THE IMPORTANCE OF MARKETING STRATEGIES
Advertising: Clinches the Deal
Product Promotion is Vital
Deodorants amid Controversies!!
Packaging Enhances the Appearance

5. DISTRIBUTION CHANNELS
Supermarkets
Independent and Chain Drug Stores
Mass-Merchandisers

6. PRODUCT INTRODUCTIONS/INNOVATIONS
Unilever Introduces Dry Spray Antiperspirants
Mennen Introduces Spray Deodorants
Colgate Launches New Spray with Lindal Powder Valve
Blissoma Launches Natural, Vegan Deodorants
Rexona Unveils New Deodorant Line
Rexona Re-launches New Motion Sense™ Antiperspirant Technology
Emami Launches He Deodorants
Rustic Maka Unveils Pacy
Organic Essence Launches USDA Certified Organic Confidence
Nivea Launches Whitening Sensitive Deodorant
Wild Stone Launches Thunder
Unilever Rolls Out New Product Design
Unilever Launches Rexona in Nigeria
Unilever Introduces Compressed Technology in Men's Deodorant Ranges
Thetford Launches Aqua-Kem Toss-Ins Holding Tank Deodorant
Dove Introduces New Dove® Advanced Care Deodorant
Soft and Gentle Introduces Deodorants
BRUT Launches Two New Deodorants
ClickStick Debuts on Kickstarter
VEMB Retail Launches ROVER
J&D Foods Unveils Power Bacon Deodorant
Unilever Introduces Lynx Peace Range of Male Grooming Products
Old Spice Introduces New Range of Deodorants
TCCD International Unveils GEODEO® Natural Deodorant Rainforest
Nivea Introduces Nivea Whitening Smooth Skin Deodorant
ITC Unveils New Range of Deodorants
NIVEA India Launches Two Innovative Deodorants
NIVEA Launches Stress Protect Deodorant
Sure Introduces New Packaging and Conditioning Solids
Hansa Events & Activation Introduces Raymond Deodorants
HLL Lifecare Steps into the Deodorant Market with Four New Variants
Unilever Launches Sustainable Compressed Deodorant Cans
Lux Launches Lux Body Sprays
Tom's of Maine Launches Men's Deodorant Range
Crystal Introduces ROCK Deodorant for Men
CavinKare Introduces Rejuve and Hypnotty Fragrance
Vanesa Launches Vanesa and Denver Brands
Dove Introduces Invisible Dry Anti-White Marks Deodorant Line
Marico Introduces Zatak Deodorant Brand in Rural India
Unilever Launches Axe Anarchy Body Spray for Females
Denver Launches Metal and Deep Fragrances
Vanessa Launches RO*DEO Deodorants Body Spray for Men
G.B. Proudfoot's Introduces For Pits' Sake Deodorant
CREED Unveils New Aventus Range of Body Products
TCCD International Launches New Improved GEODEO® Natural Deodorant Plus
Hindustan Unilever to Extend Lux Brand to into Deodorant Segment
Unilever Introduces Dove Clear Tone Antiperspirant/Deodorant
Arbonne International Launches New Health and Wellness Product Line
Tom's of Maine Introduces New Antiperspirant
Promens Introduces Inverted Roll-On Deodorant Inveo
Lion Unveils Ban Deodorant Roll-On

7. RECENT INDUSTRY ACTIVITY
Sarantis Group Inks Agreement to Acquire Noxzema
Godrej Group Chooses Lindal's Carla Actuator
Unilever Recalls Neutral Roll-on Deodorant
Unilever Incorporates Aerosol Technology in Men's Deodorant Brands
TCCD International Incorporates QR Code
Unilever Inaugurates its First Aerosol Deodorant Manufacturing Plant
Angelini Acquires Infasil
Marico Acquires Paras Personal Care Product Assets from Reckitt Benckiser

8. FOCUS ON SELECT GLOBAL PLAYERS
Avon Products, Inc. (US)
Beiersdorf AG (Germany)
CavinKare Pvt. Ltd. (India)
Church & Dwight Co., Inc. (US)
Colgate-Palmolive Company (US)
Elder Health Care Ltd. (India)
Henkel AG & Co., KGaA (Germany)
HYPERMARCAS S.A. (Brazil)
Lion Corporation (Japan)
Mandom Corporation (Japan)
Marico Limited (India)
McNROE Consumer Products Pvt. Ltd. (India)
Oriflame Cosmetics S.A. (Luxembourg)
Procter & Gamble Company (US)
Revlon Inc. (US)
Tom's of Maine, Inc. (US)
Unilever N.V. (The Netherlands)
Hindustan Unilever Limited (India)
The Unilever Group (US)
Verdan Sàrl. (Switzerland)

9. GLOBAL MARKET PERSPECTIVE
Table 12: World Recent Past, Current and Future Analysis for Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World
Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020
(includes corresponding Graph/Chart)
Table 13: World Historic Review for Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World
Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013
(includes corresponding Graph/Chart)
Table 14: World 14-Year Perspective for Deodorants by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle
East, Latin America and Rest of World Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)
By Product Segment
Table 15: World Recent Past, Current and Future Analysis for Stick & Solid Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World
Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020
Table 16: World Historic Review for Stick & Solid Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 17: World 14-Year Perspective for Stick & Solid Deodorants by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 18: World Recent Past, Current and Future Analysis for Spray Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 19: World Historic Review for Spray Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 20: World 14-Year Perspective for Spray Deodorants by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 21: World Recent Past, Current and Future Analysis for Roll-On Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 22: World Historic Review for Roll-On Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 23: World 14-Year Perspective for Roll-On Deodorants by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 24: World Recent Past, Current and Future Analysis for Other Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 25: World Historic Review for Other Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), the Middle East, Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 26: World 14-Year Perspective for Other Deodorants by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, Latin America and Rest of World Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES
   A. Market Analysis
      Overview
      Table 27: US Deodorants Market by Format (2015): Percentage Breakdown of Value Sales for Solid & Stick, Spray, Roll-on Deodorants, and Other format Deodorants (includes corresponding Graph/Chart)
      Current and Future Analysis
      Trends and Issues
      Demographics
      Key to Marketing Strategies
      Table 28: US Deodorants Market by Gender (2014): Percentage Share Breakdown of Value Sales for Women's, Men's, and Unisex Deodorants (includes corresponding Graph/Chart)
      Targeting Young Male Consumers
      Teenage Consumers
      Growing Importance
      Unique Preference Pattern and Loyalty among Teenage Consumers
Value Addition - The Key to Success in Matured Markets
Health-Conscious Consumers
A Niche Market
Manufacturer Brands on the Rise
Natural Ingredients Emerge as Favorites
Increasing Focus on Women and Teenagers in Marketing Campaigns
Competitive Analysis
Table 29: Leading Players in the US Deodorants Market (2014): Percentage Breakdown of Dollar Sales for
Church and Dwight, Colgate Palmolive, Dial Corp, Procter and Gamble, Revlon, Unilever and Others (includes corresponding Graph/Chart)
Leading Deodorant Brands
Table 30: US Deodorants Market by Leading Brands (2014): Percentage Breakdown of Dollar Sales for
Degree Men, Secret Clinical Strength, Old Spice High Endurance, Secret Scent Expressions, Suave, Secret PH Balanced, Axe Dry, Secret Outlast, and Others (includes corresponding Graph/Chart)
Distribution Channels
Table 31: US Deodorants Market by Distribution Channel (2014E): Percentage Share Breakdown of Value Sales for Convenience Stores, Department Stores, Drug Stores & Pharmacies, Health & Beauty Stores, Supermarkets/ Hypermarkets, and Others (includes corresponding Graph/Chart)
Trade Scenario
Table 32: US Exports of Personal Deodorants and Antiperspirants (2012 & 2013): Percentage Share Breakdown of Export Value by Country (includes corresponding Graph/Chart)
Table 33: US Imports of Personal Deodorants and Antiperspirants (2012 & 2013): Percentage Share Breakdown of Import Value by Country (includes corresponding Graph/Chart)
Product Introductions
Strategic Corporate Development
Focus on Select Key Players
B. Market Analytics
Table 34: US Recent Past, Current & Future Analysis for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 35: US Historic Review for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 36: US 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

2. CANADA
A. Market Analysis
Overview
Current and Future Analysis
Import & Export Scenario
Table 37: Canadian Exports of Personal Deodorants and Antiperspirants (2012 & 2013): Percentage Share Breakdown of Export Value by Country (includes corresponding Graph/Chart)
Table 38: Canadian Imports of Personal Deodorants and Antiperspirants (2012 & 2013): Percentage Share Breakdown of Import Value by Country (includes corresponding Graph/Chart)
B. Market Analytics
Table 39: Canadian Recent Past, Current & Future Analysis for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 40: Canadian Historic Review for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 41: Canadian 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

3. JAPAN
A. Market Analysis
Deodorants Market
An Overview
Current and Future Analysis
Spray Deodorants Market Witnesses Foray of New Players
Anti-kareishu Products Gains Momentum
Product Launch
Key Players
B. Market Analytics
Table 42: Japanese Recent Past, Current & Future Analysis for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 43: Japanese Historic Review for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 44: Japanese 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4. EUROPE
A. Market Analysis
Deodorants Market Composition
A Brief Analysis
Spray Deodorants
Stick and Solid Deodorants
Roll-On Deodorants
Western European Deodorant Market Landscape
East European Deodorant Market Landscape
Growth Drivers
Market Trends
Increasing Product Innovations Drive Growth
Deodorant Manufacturers Turn ‘Cosmetic’
Skin & Fabric Care
New Focus Areas for Manufacturers
Anti-Stress Deodorants to Combat Sweat Triggered by Stress
Natural Ingredients and Minerals Find Favor over Synthetic
Competitive Scenario in Western Europe
Players in the Deodorants Market
Brands
Table 45: Western European Deodorants Market by Leading Players (2013): Percentage Breakdown of Value Sales for Beiersdorf, Colgate-Palmolive, Henkel AG& Co KG&A, L’Oreal, Procter & Gamble, Unilever and Others (includes corresponding Graph/Chart)
Competitive Scenario in Eastern Europe
Table 46: Eastern European Deodorant Market by Leading Players (2013): Percentage Breakdown of Value Sales for Beiersdorf, Coty Inc., Henkel, Procter & Gamble, Unilever, and Others (includes corresponding Graph/Chart)
B. Market Analytics
Table 47: European Recent Past, Current & Future Analysis for Deodorants by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 48: European Historic Review for Deodorants by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 49: European 14-Year Perspective for Deodorants by Geographic Region
Percentage Breakdown of Dollar Sales for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 50: European Recent Past, Current & Future Analysis for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 51: European Historic Review for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 52: European 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4a. FRANCE
A. Market Analysis
Overview
Table 53: French Personal Hygiene Market (2014E): Percentage Share Breakdown of Units and Value Sales by Segment for Bath & Shower, Deodorants and Soap (includes corresponding Graph/Chart)
Current and Future Analysis
Key Statistics
Table 54: Leading Brands in the French Deodorants Market (2013): Percentage Breakdown of Value Sales for Axe, Dove, Narta, Nivea, Rexona, Sanex, Private Label, and Others (includes corresponding Graph/Chart)
Table 55: French Market for Deodorants & Body Spray (2014E): Percentage Share by Gender (Women and Men) based on Value Sales (includes corresponding Graph/Chart)
Table 56: French Market for Deodorants (2014E): Percentage Breakdown of Usage among Young Women by Category Spray, Stick, Roll-on, and Cream (includes corresponding Graph/Chart)

B. Market Analytics
Table 58: French Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 59: French Historic Review for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 60: French 14-Year Perspective for Deodorants by Product Segment Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4b. GERMANY
A. Market Analysis
Market Overview
Table 61: German Personal Hygiene Market (2014E): Percentage Share Breakdown of Volume and Value Sales by Segment for Bath & Shower, Deodorants and Soap (includes corresponding Graph/Chart)
Current and Future Analysis
Competition
Table 62: Leading Brands in the German Deodorants Market (2013): Percentage Breakdown of Value Sales for 8x4, Axe, Fa, Henkel, Nivea, Rexona, Private Label, and Others (includes corresponding Graph/Chart)
Distribution Channels
Table 63: German Deodorants Market by Distribution Channel (2014E): Percentage Share Breakdown of Value Sales for Convenience Stores, Department Stores, Drug Stores & Pharmacies, Supermarkets/Hypermarkets, and Others (includes corresponding Graph/Chart)
Product Launches
Focus on Select Key Players

B. Market Analytics
Table 64: German Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 65: German Historic Review for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 66: German 14-Year Perspective for Deodorants by Product Segment Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4c. ITALY
A. Market Analysis
Current and Future Analysis
Competition
Table 67: Leading Players in the Italian Deodorants Market (2013): Percentage Share Breakdown of Value Sales for Artsana Group, Beiersdorf, Bolton Group, L'Oreal, Mirato Nuova, Procter & Gamble, Unilever and Others (includes corresponding Graph/Chart)
Table 68: Italian Deodorants Market by Leading Brands (2013): Percentage Breakdown of Value Sales for Dove, Axe/Lynx/Ego, Nivea, Roberts, Lycia, Malizia, Intesa, Borotalco and Others (includes corresponding Graph/Chart)
Distribution Channels
Table 69: Italian Deodorants Market (2013): Percentage Breakdown of Value Sales by Distribution Channel for Convenience Stores, Independent Retailers, Specialty Retailers, Super Markets, and Others (includes corresponding Graph/Chart)
Strategic Corporate Development
B. Market Analytics
Table 70: Italian Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 71: Italian Historic Review for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 72: Italian 14-Year Perspective for Deodorants by Product Segment Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4d. THE UNITED KINGDOM
A. Market Analysis
Overview
Current and Future Analysis
Competitive Scenario
A Snapshot
Table 73: Leading Brands in the UK Deodorants Market (2012): Percentage Breakdown of Value Sales for Dove, Gillette, Mitchum, Nivea, Right Guard, Sanex, Sure, and Others (includes corresponding Graph/Chart)
User Demographics
Table 74: UK Deodorants Market by Gender (2014): Percentage Share Breakdown of Deodorant Products for Female, Male, and Unisex (includes corresponding Graph/Chart)
Market Trends
Moving Away from Unisex Products
Focus on Value-Added Products
Table 75: UK Antiperspirants and Deodorants Market (2014): Percentage of Population using Antiperspirants and Deodorants by Category for Aerosol Spray, Roll-On, Stick, Gel/Cream, and Others (includes corresponding Graph/Chart)
Table 76: UK Deodorants Market by Distribution Channel (2014E): Percentage Share Breakdown of Value Sales for Convenience Stores, Department Stores, Drug Stores & Pharmacies, Health & Beauty Stores, Supermarkets/ Hypermarkets, and Others (includes corresponding Graph/Chart)
Product Launches
Strategic Corporate Developments
B. Market Analytics
Table 77: UK Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 78: UK Historic Review for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 79: UK 14-Year Perspective for Deodorants by Product Segment Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4e. SPAIN
A. Market Analysis

Overview
Table 80: Spanish Personal Hygiene Market (2014E): Percentage Share Breakdown of Volume and Value
Sales by Segment for Bath & Shower, Deodorants and Soap (includes corresponding Graph/Chart)
Current and Future Analysis
Competitive Analysis
Table 81: Leading Brands in the Spanish Deodorant Market (2013): Percentage Breakdown of Value Sales for
Axe, Dove, Fa, Gillette, Nivea, Rexona, Sanex, Private Label, and Others (includes corresponding
Graph/Chart)
Table 82: Spanish Deodorants Market by Distribution Channel (2014E): Percentage Share Breakdown of
Value Sales for Convenience Stores, Department Stores, Health & Beauty Stores,
Supermarkets/Hypermarkets, and Others (includes corresponding Graph/Chart)

B. Market Analytics
Table 83: Spanish Recent Past, Current & Future Analysis for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes
corresponding Graph/Chart)
Table 84: Spanish Historic Review for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes
corresponding Graph/Chart)
Table 85: Spanish 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants,
and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4f. RUSSIA
A. Market Analysis
Deodorants Market in Russia
An Overview
Table 86: Russian Personal Hygiene Market (2014E): Percentage Share Breakdown of Volume and Value
Sales by Segment for Bath & Shower, Deodorants and Soap (includes corresponding Graph/Chart)
Current and Future Analysis
Growth Factors
Trends
Local Manufacturers Counter Dominance of Foreign Products
Young Consumers
A Key Target Group
Men’s Deodorant Sales Gather Pace
Competitive Scenario
Table 87: Russian Deodorants Market by Leading Brands (2013): Percentage Breakdown of Value Sales for
Axe, Dove, Fa, Lady Speed Stick, Nivea, Rexona, Private Label, and Others (includes corresponding
Graph/Chart)
Deodorant Demographics
Table 88: Daily Usage of Deodorants in Russia: Percentage Breakdown of Usage by Gender
Men and Women (includes corresponding Graph/Chart)
Distribution Channels
Table 89: Russian Deodorants Market by Distribution Channel (2014E): Percentage Share Breakdown of
Value Sales for Convenience Stores, Department Stores, Health & Beauty Stores,
Supermarkets/Hypermarkets, and Others (includes corresponding Graph/Chart)
B. Market Analytics
Table 90: Russian Recent Past, Current & Future Analysis for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes
corresponding Graph/Chart)
Table 91: Russian Historic Review for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes
corresponding Graph/Chart)
Table 92: Russian 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants,
and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4g. REST OF EUROPE
A. Market Analysis
   Current and Future Analysis
   Focus on Select Countries
   Hungary
   Turkey
   Product Launches
   Strategic Corporate Developments
   Focus On Select Key Players
B. Market Analytics
   Table 93: Rest of Europe Recent Past, Current & Future Analysis for Deodorants by Product Segment
   Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
   Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 94: Rest of Europe Historic Review for Deodorants by Product Segment
   Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
   Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
   Table 95: Rest of Europe 14-Year Perspective for Deodorants by Product Segment
   Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC
A. Market Analysis
   Overview
   Current and Future Analysis
   Product Launches
   Strategic Corporate Developments
B. Market Analytics
   Table 96: Asia-Pacific Recent Past, Current & Future Analysis for Deodorants by Geographic Region
   China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 97: Asia-Pacific Historic Review for Deodorants by Geographic Region
   China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
   Table 98: Asia-Pacific 14-Year Perspective for Deodorants by Geographic Region
   Percentage Breakdown of Dollar Sales for China, India and Rest of Asia-Pacific Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
   Table 99: Asia-Pacific Recent Past, Current & Future Analysis for Deodorants by Product Segment
   Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
   Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 100: Asia-Pacific Historic Review for Deodorants by Product Segment
   Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
   Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
   Table 101: Asia-Pacific 14-Year Perspective for Deodorants by Product Segment
   Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5a. CHINA
A. Market Analysis
   Current and Future Analysis
   Overview
   Table 102: Chinese Personal Hygiene Market (2014E): Percentage Share Breakdown of Units and Value Sales by Segment for Bath & Shower, Deodorants and Soap (includes corresponding Graph/Chart)
   Issues and Concerns
   Competitive Landscape
   Table 103: Leading Players in the Chinese Deodorants Market (2013): Percentage Share Breakdown of Value Sales for Adidas, Ban, Body Series, Bodyice, Dove, Fa, Lynx, Mum, Nivea, Rexona, Private Label, and Others (includes corresponding Graph/Chart)
   Table 104: Chinese Deodorants Market (2014): Percentage Share Breakdown of Value Sales by Distribution
Channel for Convenience Stores, Department Stores, Drug Stores & Pharmacies, Health & Beauty Stores, Supermarkets/ Hypermarkets, and Others (includes corresponding Graph/Chart)

B.Market Analytics

Table 105: Chinese Recent Past, Current & Future Analysis for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 106: Chinese Historic Review for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 107: Chinese 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5b. INDIA
A.Market Analysis
Current and Future Analysis
Market Overview and Outlook
The Indian Deodorants Market
A Few Key Facts
India's Deodorant Market Scenario
Growth Drivers
Different Variants for Different Occasions
Competitive Scenario
Leading Companies and their Brands in India

Table 108: Indian Deodorants Market by Leading Brands (2014): Percentage Breakdown of Value Sales for Axe, Engage, Fogg, Wild Stone and Others (includes corresponding Graph/Chart)

Table 109: Leading Brands in the Indian Women's Deodorants Market (2013): Percentage Breakdown of Value Sales for Eva Women, Nivea Women, Fogg Women, Spinz Women, and Others (includes corresponding Graph/Chart)

Table 110: Leading Players in the Indian Male Deodorants Market (2013): Percentage Breakdown of Value Sales for Beiersdorf, Cavinkare, Henkel, HUL, Marico, McNroe Chemicals, TTK Health, Vini Cosmetics and Others (includes corresponding Graph/Chart)

Focus on Select Key Players

B.Market Analytics

Table 111: Indian Recent Past, Current & Future Analysis for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 112: Indian Historic Review for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 113: Indian 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5c. REST OF ASIA-PACIFIC
A.Market Analysis
Current and Future Analysis
Focus on Select Countries
Australia
Competitive Scenario
Market Dynamics

Table 114: Australian Personal Hygiene Market (2014E): Percentage Share Breakdown of Units and Value Sales by Segment for Bath & Shower, Deodorants and Soap (includes corresponding Graph/Chart)

Table 115: Australian Deodorants Market by Category (2014E): Percentage Breakdown of Units and Value Sales for Aerosols, Body Sprays, Roll-ons, Solid Stick, and Others (includes corresponding Graph/Chart)

Table 116: Australian Deodorants Market by Leading Brands (2013): Percentage Share Breakdown of Value Sales for Brut, Dove, Impulse, Lynx, Nivea, Rexona and Others (includes corresponding Graph/Chart)

Table 117: Australian Deodorant Market by Distribution Channel (2014E): Percentage Share Breakdown of Value Sales for Convenience Stores, Department Stores, Drug Stores, Health & Beauty Stores,
Supermarkets/Hypermarket and Others (includes corresponding Graph/Chart)

Indonesia
Table 118: Leading Players in the Indonesian Deodorants Market (2013): Percentage Breakdown of Value Sales for Unilever, Mandom Corp, Oriflame Cosmetics and Others (includes corresponding Graph/Chart)

Pakistan
South Korea

B. Market Analytics

Table 119: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 120: Rest of Asia-Pacific Historic Review for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 121: Rest of Asia-Pacific 14-Year Perspective for Deodorants by Product Segment Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

6. THE MIDDLE EAST

A. Market Analysis

Current and Future Analysis
Focus on Select Countries
Saudi Arabia
United Arab Emirates
An Overview
Affordability and Performance
Crucial Factors Deciding Popularity
Competitive Landscape

B. Market Analytics

Table 122: Middle East Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 123: Middle East Historic Review for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 124: Middle East 14-Year Perspective for Deodorants by Product Segment Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

7. LATIN AMERICA

A. Market Analysis

Current and Future Analysis
Competitive Scenario

Table 125: Leading Players in the Latin American Deodorants Market (2013): Percentage Breakdown of Value Sales for Unilever, Beiersdorf, Avon, Natura, P&G, Colgate and Others (includes corresponding Graph/Chart)

B. Market Analytics

Table 126: Latin American Recent Past, Current & Future Analysis for Deodorants by Geographic Region Brazil, Mexico and Rest of Latin America Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 127: Latin American Historic Review for Deodorants by Geographic Region Brazil, Mexico and Rest of Latin America Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 128: Latin American 14-Year Perspective for Deodorants by Geographic Region Percentage Breakdown of Dollar Sales for Brazil, Mexico and Rest of Latin America Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 129: Latin American Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 130: Latin American Historic Review for Deodorants by Product Segment...
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 131: Latin American 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

7a. BRAZIL
A. Market Analysis
Current and Future Analysis
Overview
Table 132: Brazilian Cosmetics, Toiletry and Fragrances Market (2014E): Percentage Share Breakdown of Value Sales by Category (includes corresponding Graph/Chart)
The Deodorants Market of Brazil
A Glance
Growth Drivers
Competitive Landscape
Hypermarcas S.A.
A key Player
B. Market Analytics
Table 133: Brazilian Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 134: Brazilian Historic Review for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 135: Brazilian 14-Year Perspective for Deodorants by Product Segment Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

7b. MEXICO
A. Market Analysis
Current and Future Analysis
Overview
B. Market Analytics
Table 136: Mexican Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 137: Mexican Historic Review for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 138: Mexican 14-Year Perspective for Deodorants by Product Segment Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

7c. REST OF LATIN AMERICA
Market Analysis
Table 139: Rest of Latin American Recent Past, Current & Future Analysis for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 140: Rest of Latin American Historic Review for Deodorants by Product Segment Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 141: Rest of Latin American 14-Year Perspective for Deodorants by Product Segment Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
8. REST OF WORLD
A. Market Analysis
Current and Future Analysis
A Regional Perspective
Nigeria
Overview
Rexona Replaces Sure in the Nigerian Market
Product Launch
B. Market Analytics
Table 142: Rest of World Recent Past, Current & Future Analysis for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 143: Rest of World Historic Review for Deodorants by Product Segment
Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 144: Rest of World 14-Year Perspective for Deodorants by Product Segment
Percentage Breakdown of Dollar Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 119 (including Divisions/Subsidiaries - 151)
The United States (36)
Canada (1)
Japan (4)
Europe (67)
- France (8)
- Germany (9)
- The United Kingdom (13)
- Italy (11)
- Rest of Europe (26)
Asia-Pacific (Excluding Japan) (34)
Latin America (3)
Middle East (5)
Africa (1)

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Deodorants - Global Strategic Business Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Code</td>
<td>SCH37R4T</td>
</tr>
</tbody>
</table>

**Product Formats**
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4950</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6930</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td>USD 9405</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users:</td>
<td>USD 11880</td>
</tr>
</tbody>
</table>

**Contact Information**
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>Sort code</th>
<th>Swift code</th>
<th>IBAN number</th>
<th>Bank Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>833 130 83</td>
<td>98-53-30</td>
<td>ULSBIE2D</td>
<td>IE78ULSB98533083313083</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World