Deodorant Market in the US 2015-2019

Description:
Deodorants fall under the broad category of cosmetics. They are categorized into four different variants based on its physical appearance: sprays, roll-on, sticks and solid deodorant, and other deodorants (includes wipes, gels, and creams). Deodorants act as antiperspirant products and are considered as a drug by the US FDA. They contribute only 4.13% to the cosmetics market revenue in the US.

The report forecasts the deodorant market in the US to grow at a CAGR of 5.62% over the period 2014-2019.

Covered in this report
The report covers the current scenario and the growth prospects of the deodorant market in the US for 2015-2019. To calculate the market size, the report considers revenue generated through the retail sales of various deodorants, which include:
- Deodorant sprays
- Roll-on deodorants
- Sticks & solid deodorants
- Other deodorants (cream, gel, pumps, and wipes)

The report, Deodorant Market in the US 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the landscape of the deodorant market in the US and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key vendors
- Henkel
- Kao Corporation
- L'Oréal
- Procter & Gamble

Other prominent vendors
- Beiersdorf Global
- Church & Dwight
- Helen of Troy
- Kao USA
- Reckitt Benckiser
- Tom’s of Maine

Key Market drivers
- Increased demand for antiperspirant products
- For a full, detailed list, view the full report

Key Market challenges
- Adverse health effects
- For a full, detailed list, view the full report

Key Market trends
- High demand for organic and natural products
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
PART 1: EXECUTIVE SUMMARY
- HIGHLIGHTS

PART 2: SCOPE OF THE REPORT
- MARKET OVERVIEW
- TOP-VENDOR OFFERINGS

PART 3: MARKET RESEARCH METHODOLOGY
- RESEARCH METHODOLOGY
- ECONOMIC INDICATORS

PART 4: INTRODUCTION
- KEY MARKET HIGHLIGHTS

PART 5: MARKET LANDSCAPE
- MARKET OVERVIEW
- MARKET SIZE AND FORECAST BY REVENUE
- MARKET SIZE AND FORECAST BY VOLUME
- FIVE FORCES ANALYSIS

PART 6: MARKET SEGMENTATION BY PRODUCT
- DEODORANT MARKET IN US BY PRODUCT CATEGORY

PART 7: MARKET DRIVERS

PART 8: IMPACT OF DRIVERS

PART 9: MARKET CHALLENGES

PART 10: IMPACT OF DRIVERS AND CHALLENGES

PART 11: MARKET TRENDS

PART 12: VENDOR LANDSCAPE
- COMPETITIVE SCENARIO
- VENDOR SHARE ANALYSIS 2014
- OTHER PROMINENT VENDORS

PART 13: KEY VENDOR ANALYSIS
- COLGATE-PALMOLIVE
- HENKEL
- P&G
- REVLON
- UNILEVER

PART 14: APPENDIX
- LIST OF ABBREVIATIONS

PART 15: ABOUT THE AUTHOR

LIST OF EXHIBITS:
Exhibit 01: Product offerings
Exhibit 02: Challenges versus market development
Exhibit 03: Deodorants product categories
Exhibit 04: Deodorant market in US 2014-2019 ($ billions)
Exhibit 05: Per capita expenditure on deodorants in US 2014-2019 ($)
Exhibit 06: Deodorant market in US 2014-2019 (millions of gallons)
Exhibit 07: Per capita consumption of deodorants in US 2014-2019 (ounces)
Exhibit 08: Revenue and volume growth rate comparison of deodorants in US 2014-2019
Exhibit 09: Five forces analysis
Exhibit 10: Deodorant market in US by product category 2014 and 2019
Exhibit 11: Deodorant market in US by product category 2014-2019 ($ millions)
Exhibit 12: Deodorant sprays market in US 2014-2019 ($ billions)
Exhibit 13: Per capita expenditure on deodorant sprays in US 2014-2019 ($)
Exhibit 14: Roll-on deodorants market in US 2014-2019 ($ millions)
Exhibit 15: Per capita expenditure on roll-on deodorants in US 2014-2019 ($)
Exhibit 16: Sticks & solid deodorants market in US 2014-2019 ($ millions)
Exhibit 17: Per capita expenditure on stick and solid deodorants in US 2014-2019 ($)
Exhibit 18: Other deodorants market in US 2014-2019 ($ millions)
Exhibit 19: Per capita expenditure on other deodorants in US 2014-2019 ($)
Exhibit 20: Market drivers
Exhibit 21: Impact of drivers
Exhibit 22: Market challenges
Exhibit 23: Impact of drivers and challenges
Exhibit 24: Market trends
Exhibit 25: Deodorant market in the US by vendors share 2014
Exhibit 26: Leading brands of deodorant in the US in 2014
Exhibit 27: Colgate-Palmolive: Business segmentation by revenue 2014
Exhibit 28: Colgate-Palmolive: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 29: Colgate-Palmolive: Geographical segmentation by revenue 2014
Exhibit 30: Henkel: Business segmentation by revenue 2014
Exhibit 31: Henkel: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 32: Henkel: Geographical segmentation by revenue 2014
Exhibit 33: P&G: Business segmentation by revenue 2015
Exhibit 34: P&G: Business segmentation by revenue 2014 and 2015 ($ billions)
Exhibit 35: P&G: Geographical segmentation by revenue 2015
Exhibit 36: Revlon: Business segmentation 2014 by revenue
Exhibit 37: Revlon: Business segmentation by revenue 2013 and 2014 ($ millions)
Exhibit 38: Revlon: Geographical segmentation by revenue 2014
Exhibit 39: Unilever: Business/product segmentation by revenue 2014
Exhibit 40: Unilever: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 41: Unilever: Geographical segmentation by revenue 2014


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.

Product Name: Deodorant Market in the US 2015-2019
Web Address: http://www.researchandmarkets.com/reports/3492486/
Office Code: SCBRYWKK

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>Single User:</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>1 - 5 Users:</td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>Site License:</td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>Enterprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
First Name: __________________________________________
Last Name: __________________________________________
Email Address: * ______________________________________
Job Title: ___________________________________________
Organisation: _________________________________________
Address: ____________________________________________
City: _______________________________________________
Postal / Zip Code: ___________________________________
Country: ___________________________________________
Phone Number: ______________________________________
Fax Number: ________________________________________

* 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:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB9853308313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

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