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?
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