

**MarketLine**

# **Deodorants**

## **Global Industry Guide**

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## About MarketLine

MarketLine is a leading business information company specializing in industry analysis.

Through its proprietary databases and wealth of expertise, MarketLine provides clients with unbiased expert analysis and in depth forecasts for six industry sectors: Healthcare, Technology, Automotive, Energy, Consumer Markets, and Financial Services.

Our series of company, industry and country profiles complements our premium products, providing top-level information on over 50,000 companies, over 2,000 industries and 215 countries. While they do not contain the highly detailed breakdowns found in premium reports, profiles give you the most important qualitative and quantitative summary information you need - including predictions and forecasts.

### MarketLine Methodology

MarketLine Industry Profiles draw on extensive primary and secondary research, all aggregated, analyzed, cross-checked and presented in a consistent and accessible style.

#### Review of in-house databases

Created using 250,000+ industry interviews and consumer surveys and supported by analysis from industry experts using highly complex modelling & forecasting tools, MarketLine's in-house databases provide the foundation for all related industry profiles

#### Preparatory research

We also maintain extensive in-house databases of news, analyst commentary, company profiles and macroeconomic & demographic information, which enable our researchers to build an accurate market overview

#### Modelling & forecasting tools

MarketLine has developed powerful tools that allow quantitative and qualitative data to be combined with related macroeconomic and demographic drivers to create market models and forecasts, which can then be refined according to specific competitive, regulatory and demand-related factors. Continuous quality control ensures that our processes and profiles remain focused, accurate and up-to-date.

#### Market Definitions

Are standardized to allow comparison from country to country. The parameters of each definition are carefully reviewed at the start of the research process to ensure they match the requirements of both the market and our clients. Extensive secondary research activities ensure we are always fully up-to-date with the latest industry events and trends

MarketLine aggregates and analyzes a number of secondary information sources, including:

- National/Governmental statistics
- International data (official international sources)
- National and International trade associations
- Broker and analyst reports
- Company Annual Reports
- Business information libraries and databases

# Deodorants: Global Industry Guide

This 2008 executive report contains easily comparable data on market value and segmentation for the deodorants market.

It provides full five-year forecasts and examines the competitive landscape, analyzing potential threats, future innovations and opportunities for growth.

**Deodorants: Global Industry Guide** will enable you to:

- **Save time and money on research** with this report's easily comparable data and succinct market analysis.
- **Evaluate the competitive landscape** and benchmark performance against key competitors and the market.
- **Assess the key macro-economic trends** in each market from population, inflation and GDP to exchange rates.
- **Identify new and emerging investment opportunities** by product, country and region.
- **Quantify the size and growth of the market** with this report's five years of historic data and forecasts to 2012.



**“Manufacturers of deodorants are typically large companies producing large ranges of personal hygiene products, cosmetics and other consumer goods. Such companies utilize the scale economies of bulk manufacture and extensive distribution networks...”**

## Table of Contents (abridged)

### CHAPTER 1: INTRODUCTION

- Definitions

### CHAPTER 2-9: DEODORANTS

#### MARKET PROFILES

- Global
- Asia-Pacific
- Europe
- France
- Germany
- Japan
- United Kingdom
- United States

#### Each market profile provides:

- Market Overview
  - Research Highlights
  - Market Analysis
- Market Value
  - Trends 2003-2007
  - Forecasts to 2012
- Market Volume
  - Trends 2003-2007
  - Forecasts to 2012
- Market Segmentation
  - By Product Category
  - By Geography
  - By Company
- Five Forces Analysis
  - Buyer Power
  - Supplier Power
  - New Entrants
  - Substitutes
  - Rivalry

- Macroeconomic Indicators
  - Population, 2003-07
  - GDP, 2003-07
  - Inflation, 2003-07
  - Exchange Rate, 2003-07

### CHAPTER 10: COMPANY PROFILES

- Unilever Group
- The Procter & Gamble Company
- Henkel KGaA

#### Each company profile provides:

- Key Facts
- Key Financials
- Revenue & Profitability

### CHAPTER 11: APPENDIX

- Data Research Methodology

## What is this report about and who will it interest?

### Who is the target reader?

This report should make essential reading for anyone involved in the Deodorants market globally - plus anyone considering expansion into Deodorants market, or targeting customers or suppliers in the market.

This report should be read by competitive analysts, distribution managers, marketing managers, strategic planners and senior executives

### How is the Deodorants market defined?

The deodorants market consists of aerosol anti-perspirant, body spray, roll-on deodorants, sticks & solids, deodorant gel and deodorant creams. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2006 annual average exchange rates.

For the purpose of this report the Americas comprises Brazil, Canada, Mexico and the US. Europe comprises Belgium, the Czech Republic, Denmark, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Russia, Spain, Sweden and the UK. Asia-Pacific comprises Australia, China, Japan, India, Singapore, South Korea and Taiwan. The global figure comprises the Americas, Asia-Pacific and Europe.

## Some key findings in this report...

### Market Value

The global deodorants market grew by 3.1% in 2007 to reach a value of \$9.4 billion. The compound annual growth rate of the market in the period 2003-2007 was 3.0%.

### Market Volume

The global deodorants market grew by 3.9% in 2007 to reach a volume of 3.6 billion units. The compound annual growth rate of the market volume in the period 2003-2007 was 3.3%.

### Product Market Segmentation

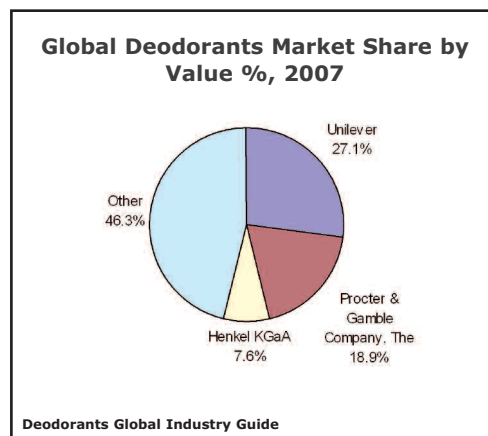
Sales of aerosol anti-perspirants account for 42.4% of the global deodorants market by value. In comparison, sales of body spray generate a further 19.7% of the market's revenues.

### Geographical Market Segmentation

Europe is the largest deodorants market, accounting for 47.5% of the global market's value. The Americas account for a further 32% of the global market's value.

### Distribution

Supermarkets and hypermarkets form the leading distribution channel for deodorants in the global market, accounting for 49.7% of the market's value. In comparison, the distribution of deodorants by independent retailers accounts for a further 17.5% of the global deodorants market by value.



**“Unilever is the leading company in the global deodorants market, holding a 27.1% market share by value. Procter & Gamble holds a further 18.9% share of the market's value...”**

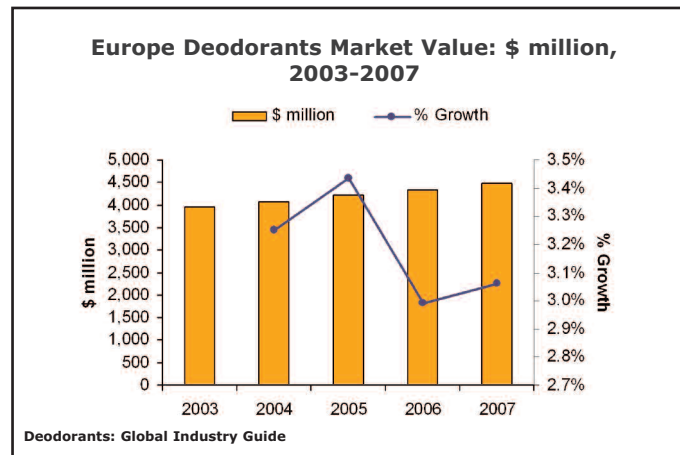
## CHAPTER 6: DEODORANTS IN EUROPE

### Research Highlights

The European deodorants market generated total revenues of \$4.5 billion in 2007, representing a compound annual growth rate (CAGR) of 3.2% for the period spanning 2003-2007.

Aerosol anti-perspirant sales proved the most lucrative for the European deodorants market in 2007, generating total revenues of \$2 billion, equivalent to 45.1% of the market's overall value.

The performance of the market is forecast to follow a similar pattern, with an anticipated CAGR of 3% for the five-year period 2007-2012, which is expected to drive the market to a value of \$5.2 billion by the end of 2012.



### Market Analysis

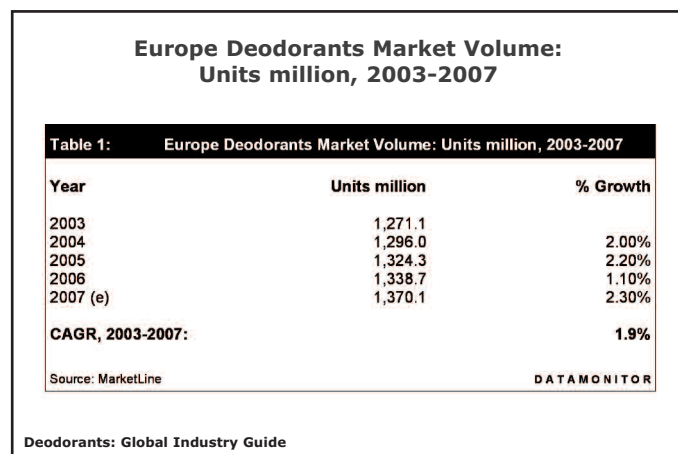
The European deodorants market posted fairly slow but steady rates of growth throughout the 2003-2007 period. This trend is expected to continue over the forthcoming five years.

The European deodorants market generated total revenues of \$4.5 billion in 2007, representing a compound annual growth rate (CAGR) of 3.2% for the period spanning 2003-2007. In comparison, the US and Asia-Pacific markets grew with CAGRs of 0.3% and 6.6%, respectively, over the same period, to reach respective values of \$1.7 billion and \$1.9 billion in 2007.

Market consumption volumes increased with a CAGR of 1.9% between 2003 and 2007, to reach a total of 1.4 billion units in 2007. The market's volume is expected to rise to 1.5 billion units by the end of 2012, representing a CAGR of 2.3% for the 2007-2012 period.

Aerosol anti-perspirant sales proved the most lucrative for the European deodorants market in 2007, generating total revenues of \$2 billion, equivalent to 45.1% of the market's overall value. In comparison, sales of roll-on deodorants generated revenues of \$922.1 million in 2007, equating to 20.6% of the market's aggregate revenues.

The performance of the market is forecast to follow a similar pattern, with an anticipated CAGR of 3% for the five-year period 2007-2012, which is expected to drive the market to a value of \$5.2 billion by the end of 2012. Comparatively, the US and Asia-Pacific markets will grow with CAGRs of 0.2% and 7.1%, respectively, over the same period, to reach respective values of \$1.8 billion and \$2.7 billion in 2012.



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