

# **Global Deodorant and Antiperspirant Market Size study & Forecast, by Type(Alcohol, Fragrance, Anti-microbial, Aluminum Salt and Others) and by Product Type (Aerosol Spray, Roll-on, Stick/Gels and Others) and Regional Analysis, 2022-2029**

<https://marketpublishers.com/r/GA99C8942C05EN.html>

Date: May 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GA99C8942C05EN

## **Abstracts**

Global Deodorant and Antiperspirant Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Deodorant is a substance applied over the body to get rid of body odor due to bacterial breakdown of perspiration. Whereas Antiperspirants are products that reduce sweat or perspiration on the skin, and are available in many formulations including creams, powders, and liquid sprays among others. Sometimes deodorant and antiperspirant are combined in a single product. Antiperspirants and deodorants work in different ways to reduce body odor. Antiperspirants work by reducing sweat. Deodorants work by increasing the skin's acidity. The increasing demand for personal care products and growing awareness towards personal hygiene are key factors driving the market growth.

The rise in demand for personal care products is contributing towards the growth of the Global Deodorant and Antiperspirant market. For instance – as of 2023, the revenue in the global Beauty & Personal Care market estimated at USD 571.10 billion, and the market is projected to grow annually by 3.80% between 2023 and 2027 to reach to USD 662.98 billion towards the end of the year 2027. Also, rising strategic partnership and collaborations among market players and growing emergence of vegan deodorants would create lucrative growth prospectus for the market over the forecast period. However, environmental concerns and supply chain disruptions due to COVID-19 stifle the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Deodorant and Antiperspirant Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the presence of leading deodorants and antiperspirant brands and increasing demand for male personal care products in the region. Whereas Asia Pacific is expected to grow with a highest CAGR during the forecast period, owing to factors such as rising penetration of vegan and plant based deodorant products and growing emergence of direct-to-consumer brands in the region.

Major market player included in this report are:

Unilever Plc

Procter & Gamble

L'oreal Company

Avon Product Inc.

Shiseido

CavinKare Pvt. Ltd.

Henkel AG & Company KGaA

Beiersdorf AG

Godrej Consumer Products Ltd

Colgate-Palmolive

Recent Developments in the Market:

In May 2022, Dove, a brand owned by Unilever plc forays into plant-based deodorant segment, with launch of its first ever natural-origin deodorant range named Dove Care by Plants Deodorant. Dove Care by Plants Deodorant is made with 99% naturally-derived ingredients and is free of aluminum, parabens and baking soda.

Global Deodorant and Antiperspirant Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, Product Type, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to

incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

#### By Type

Alcohol

Fragrance

Anti-microbial

Aluminum Salt

Others

#### By Product Type

Aerosol Spray

Roll-on

Stick/Gels

Others

#### By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

RoLA

Rest of the World

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