

# Deodorants Market in North America 2022 - Snapshot

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## Abstracts

A deodorant is a substance designed to eliminate odor. Deodorant products work in one of two ways – by preventing sweat from occurring, or by allowing it to occur but preventing bacterial activity that decomposes sweat on the skin. Conventional deodorants are often made with sweat-blocking and pore clogging aluminum, antibacterial agents such as triclosan, parabens, petrochemicals, and synthetic fragrances. The deodorants in North America market size is projected to grow by USD 2 billion from 2022 to 2028, registering a CAGR of 3.9 percent, according to a new report by Gen Consulting Company. The increasing awareness about hygiene and the availability of varied fragrances in different formats has led to the growth of the deodorants market. Additionally, the abundance of male grooming products supplemented by the growing demand for on-demand antiperspirants are expected to fuel the growth of the deodorants market altogether.

This industry report offers market estimates of the North America market, followed by a detailed analysis of the product, price range, packaging type, distribution channel, and country. The North America market data on deodorants can be segmented by product: aerosols and sprays, roll-ons, sticks, others. Deodorants market is further segmented by price range: mass product, premium product. Based on packaging type, the deodorants market is segmented into: metal, plastic, others. On the basis of distribution channel, the deodorants market also can be divided into: e-commerce, specialty stores, supermarkets & hypermarkets, others. Deodorants market by country is categorized into: USA, Canada.

The North America deodorants market is highly competitive. The prominent players operating in the North America deodorants market include Bath & Body Works Inc., Church & Dwight Co. Inc., Colgate-Palmolive Company, Henkel AG & Co. KGaA, High Ridge Brands Co., Kao Corporation, Parfums de Coeur Ltd., Revlon Inc., The Procter & Gamble Company (P&G), The Village Company, Unilever PLC, Victoria's Secret & Co.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive market assessment across the major geographies, the report is a valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the North America Deodorants Market

Identify segments/areas to invest in over the forecast period in the North America Deodorants Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Church & Dwight Co., Inc.

Colgate-Palmolive Company

Henkel AG & Co. KGaA

High Ridge Brands Co.

Kao Corporation

Parfums de Coeur, Ltd.

Revlon, Inc.

The Procter & Gamble Company (P&G)

The Village Company

Unilever PLC

Victoria's Secret & Co.

## **PART 10. METHODOLOGY**

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