

# Global Deodorant Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G0922A00391DEN.html>

Date: January 2026

Pages: 149

Price: US\$ 4,480.00 (Single User License)

ID: G0922A00391DEN

## Abstracts

The global Deodorant market size is expected to reach \$ 25420 million by 2032, rising at a market growth of 4.4% CAGR during the forecast period (2026-2032).

A deodorant is a personal care product designed to eliminate or mask body odor caused by the bacterial breakdown of perspiration, particularly in the underarms, feet, or other body areas. Deodorants may contain antimicrobial agents to kill odor-causing bacteria and fragrances to mask the smell. Some deodorants also include antiperspirant ingredients, such as aluminum compounds, to reduce sweating.

### Rising Demand for Natural & Organic Products

Consumers are increasingly seeking deodorants made with natural, non-toxic, and eco-friendly ingredients due to growing health and environmental awareness.

### Expansion of Male Grooming Products

The male grooming market is rapidly growing, with men's deodorants becoming a major product segment, especially in emerging markets.

### Preference for Alcohol-Free & Sensitive Skin Products

Deodorants that are alcohol-free, hypoallergenic, or tailored for sensitive skin are gaining traction among consumers with skin concerns.

This report studies the global Deodorant production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Deodorant and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Deodorant that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Deodorant total production and demand, 2021-2032, (K Units)

Global Deodorant total production value, 2021-2032, (USD Million)

Global Deodorant production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Deodorant consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Deodorant domestic production, consumption, key domestic manufacturers and share

Global Deodorant production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Deodorant production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Deodorant production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Deodorant market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Dove, Degree, Secret, Old Spice, Speed Stick, Right Guard, Suave, Arm & Hammer, Native, Axe, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Deodorant market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by

year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

#### Global Deodorant Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Deodorant Market, Segmentation by Type:

Stick

Gel

Roll-On

Spray/Aerosol

Others

#### Global Deodorant Market, Segmentation by Application:

Online Sales

## Offline Sales

### Companies Profiled:

Dove

Degree

Secret

Old Spice

Speed Stick

Right Guard

Suave

Arm & Hammer

Native

Axe

Gillette

Mitchum

Nivea

Lume

Fa

Sure

Brut

Tom's of Maine

Schmidt's

**Key Questions Answered:**

1. How big is the global Deodorant market?
2. What is the demand of the global Deodorant market?
3. What is the year over year growth of the global Deodorant market?
4. What is the production and production value of the global Deodorant market?
5. Who are the key producers in the global Deodorant market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Deodorant Introduction
- 1.2 World Deodorant Supply & Forecast
  - 1.2.1 World Deodorant Production Value (2021 & 2025 & 2032)
  - 1.2.2 World Deodorant Production (2021-2032)
  - 1.2.3 World Deodorant Pricing Trends (2021-2032)
- 1.3 World Deodorant Production by Region (Based on Production Site)
  - 1.3.1 World Deodorant Production Value by Region (2021-2032)
  - 1.3.2 World Deodorant Production by Region (2021-2032)
  - 1.3.3 World Deodorant Average Price by Region (2021-2032)
  - 1.3.4 North America Deodorant Production (2021-2032)
  - 1.3.5 Europe Deodorant Production (2021-2032)
  - 1.3.6 China Deodorant Production (2021-2032)
  - 1.3.7 Japan Deodorant Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Deodorant Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Deodorant Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Deodorant Demand (2021-2032)
- 2.2 World Deodorant Consumption by Region
  - 2.2.1 World Deodorant Consumption by Region (2021-2026)
  - 2.2.2 World Deodorant Consumption Forecast by Region (2027-2032)
- 2.3 United States Deodorant Consumption (2021-2032)
- 2.4 China Deodorant Consumption (2021-2032)
- 2.5 Europe Deodorant Consumption (2021-2032)
- 2.6 Japan Deodorant Consumption (2021-2032)
- 2.7 South Korea Deodorant Consumption (2021-2032)
- 2.8 ASEAN Deodorant Consumption (2021-2032)
- 2.9 India Deodorant Consumption (2021-2032)

### 3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Deodorant Production Value by Manufacturer (2021-2026)

- 3.2 World Deodorant Production by Manufacturer (2021-2026)
- 3.3 World Deodorant Average Price by Manufacturer (2021-2026)
- 3.4 Deodorant Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
  - 3.5.1 Global Deodorant Industry Rank of Major Manufacturers
  - 3.5.2 Global Concentration Ratios (CR4) for Deodorant in 2025
  - 3.5.3 Global Concentration Ratios (CR8) for Deodorant in 2025
- 3.6 Deodorant Market: Overall Company Footprint Analysis
  - 3.6.1 Deodorant Market: Region Footprint
  - 3.6.2 Deodorant Market: Company Product Type Footprint
  - 3.6.3 Deodorant Market: Company Product Application Footprint
- 3.7 Competitive Environment
  - 3.7.1 Historical Structure of the Industry
  - 3.7.2 Barriers of Market Entry
  - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

## **4 UNITED STATES VS CHINA VS REST OF THE WORLD**

- 4.1 United States VS China: Deodorant Production Value Comparison
  - 4.1.1 United States VS China: Deodorant Production Value Comparison (2021 & 2025 & 2032)
  - 4.1.2 United States VS China: Deodorant Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Deodorant Production Comparison
  - 4.2.1 United States VS China: Deodorant Production Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Deodorant Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Deodorant Consumption Comparison
  - 4.3.1 United States VS China: Deodorant Consumption Comparison (2021 & 2025 & 2032)
  - 4.3.2 United States VS China: Deodorant Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Deodorant Manufacturers and Market Share, 2021-2026
  - 4.4.1 United States Based Deodorant Manufacturers, Headquarters and Production Site (States, Country)
  - 4.4.2 United States Based Manufacturers Deodorant Production Value (2021-2026)

- 4.4.3 United States Based Manufacturers Deodorant Production (2021-2026)
- 4.5 China Based Deodorant Manufacturers and Market Share
  - 4.5.1 China Based Deodorant Manufacturers, Headquarters and Production Site (Province, Country)
  - 4.5.2 China Based Manufacturers Deodorant Production Value (2021-2026)
  - 4.5.3 China Based Manufacturers Deodorant Production (2021-2026)
- 4.6 Rest of World Based Deodorant Manufacturers and Market Share, 2021-2026
  - 4.6.1 Rest of World Based Deodorant Manufacturers, Headquarters and Production Site (State, Country)
  - 4.6.2 Rest of World Based Manufacturers Deodorant Production Value (2021-2026)
  - 4.6.3 Rest of World Based Manufacturers Deodorant Production (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

- 5.1 World Deodorant Market Size Overview by Type: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Type
  - 5.2.1 Stick
  - 5.2.2 Gel
  - 5.2.3 Roll-On
  - 5.2.4 Spray/Aerosol
  - 5.2.5 Others
- 5.3 Market Segment by Type
  - 5.3.1 World Deodorant Production by Type (2021-2032)
  - 5.3.2 World Deodorant Production Value by Type (2021-2032)
  - 5.3.3 World Deodorant Average Price by Type (2021-2032)

## **6 MARKET ANALYSIS BY APPLICATION**

- 6.1 World Deodorant Market Size Overview by Application: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Application
  - 6.2.1 Online Sales
  - 6.2.2 Offline Sales
- 6.3 Market Segment by Application
  - 6.3.1 World Deodorant Production by Application (2021-2032)
  - 6.3.2 World Deodorant Production Value by Application (2021-2032)
  - 6.3.3 World Deodorant Average Price by Application (2021-2032)

## **7 COMPANY PROFILES**

## 7.1 Dove

### 7.1.1 Dove Details

### 7.1.2 Dove Major Business

### 7.1.3 Dove Deodorant Product and Services

### 7.1.4 Dove Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 7.1.5 Dove Recent Developments/Updates

### 7.1.6 Dove Competitive Strengths & Weaknesses

## 7.2 Degree

### 7.2.1 Degree Details

### 7.2.2 Degree Major Business

### 7.2.3 Degree Deodorant Product and Services

### 7.2.4 Degree Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 7.2.5 Degree Recent Developments/Updates

### 7.2.6 Degree Competitive Strengths & Weaknesses

## 7.3 Secret

### 7.3.1 Secret Details

### 7.3.2 Secret Major Business

### 7.3.3 Secret Deodorant Product and Services

### 7.3.4 Secret Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 7.3.5 Secret Recent Developments/Updates

### 7.3.6 Secret Competitive Strengths & Weaknesses

## 7.4 Old Spice

### 7.4.1 Old Spice Details

### 7.4.2 Old Spice Major Business

### 7.4.3 Old Spice Deodorant Product and Services

### 7.4.4 Old Spice Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 7.4.5 Old Spice Recent Developments/Updates

### 7.4.6 Old Spice Competitive Strengths & Weaknesses

## 7.5 Speed Stick

### 7.5.1 Speed Stick Details

### 7.5.2 Speed Stick Major Business

### 7.5.3 Speed Stick Deodorant Product and Services

### 7.5.4 Speed Stick Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 7.5.5 Speed Stick Recent Developments/Updates

- 7.5.6 Speed Stick Competitive Strengths & Weaknesses
- 7.6 Right Guard
  - 7.6.1 Right Guard Details
  - 7.6.2 Right Guard Major Business
  - 7.6.3 Right Guard Deodorant Product and Services
  - 7.6.4 Right Guard Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.6.5 Right Guard Recent Developments/Updates
  - 7.6.6 Right Guard Competitive Strengths & Weaknesses
- 7.7 Suave
  - 7.7.1 Suave Details
  - 7.7.2 Suave Major Business
  - 7.7.3 Suave Deodorant Product and Services
  - 7.7.4 Suave Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.7.5 Suave Recent Developments/Updates
  - 7.7.6 Suave Competitive Strengths & Weaknesses
- 7.8 Arm & Hammer
  - 7.8.1 Arm & Hammer Details
  - 7.8.2 Arm & Hammer Major Business
  - 7.8.3 Arm & Hammer Deodorant Product and Services
  - 7.8.4 Arm & Hammer Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.8.5 Arm & Hammer Recent Developments/Updates
  - 7.8.6 Arm & Hammer Competitive Strengths & Weaknesses
- 7.9 Native
  - 7.9.1 Native Details
  - 7.9.2 Native Major Business
  - 7.9.3 Native Deodorant Product and Services
  - 7.9.4 Native Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.9.5 Native Recent Developments/Updates
  - 7.9.6 Native Competitive Strengths & Weaknesses
- 7.10 Axe
  - 7.10.1 Axe Details
  - 7.10.2 Axe Major Business
  - 7.10.3 Axe Deodorant Product and Services
  - 7.10.4 Axe Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 7.10.5 Axe Recent Developments/Updates
- 7.10.6 Axe Competitive Strengths & Weaknesses
- 7.11 Gillette
  - 7.11.1 Gillette Details
  - 7.11.2 Gillette Major Business
  - 7.11.3 Gillette Deodorant Product and Services
  - 7.11.4 Gillette Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.11.5 Gillette Recent Developments/Updates
  - 7.11.6 Gillette Competitive Strengths & Weaknesses
- 7.12 Mitchum
  - 7.12.1 Mitchum Details
  - 7.12.2 Mitchum Major Business
  - 7.12.3 Mitchum Deodorant Product and Services
  - 7.12.4 Mitchum Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.12.5 Mitchum Recent Developments/Updates
  - 7.12.6 Mitchum Competitive Strengths & Weaknesses
- 7.13 Nivea
  - 7.13.1 Nivea Details
  - 7.13.2 Nivea Major Business
  - 7.13.3 Nivea Deodorant Product and Services
  - 7.13.4 Nivea Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.13.5 Nivea Recent Developments/Updates
  - 7.13.6 Nivea Competitive Strengths & Weaknesses
- 7.14 Lume
  - 7.14.1 Lume Details
  - 7.14.2 Lume Major Business
  - 7.14.3 Lume Deodorant Product and Services
  - 7.14.4 Lume Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 7.14.5 Lume Recent Developments/Updates
  - 7.14.6 Lume Competitive Strengths & Weaknesses
- 7.15 Fa
  - 7.15.1 Fa Details
  - 7.15.2 Fa Major Business
  - 7.15.3 Fa Deodorant Product and Services
  - 7.15.4 Fa Deodorant Production, Price, Value, Gross Margin and Market Share

(2021-2026)

7.15.5 Fa Recent Developments/Updates

7.15.6 Fa Competitive Strengths & Weaknesses

7.16 Sure

7.16.1 Sure Details

7.16.2 Sure Major Business

7.16.3 Sure Deodorant Product and Services

7.16.4 Sure Deodorant Production, Price, Value, Gross Margin and Market Share

(2021-2026)

7.16.5 Sure Recent Developments/Updates

7.16.6 Sure Competitive Strengths & Weaknesses

7.17 Brut

7.17.1 Brut Details

7.17.2 Brut Major Business

7.17.3 Brut Deodorant Product and Services

7.17.4 Brut Deodorant Production, Price, Value, Gross Margin and Market Share

(2021-2026)

7.17.5 Brut Recent Developments/Updates

7.17.6 Brut Competitive Strengths & Weaknesses

7.18 Tom's of Maine

7.18.1 Tom's of Maine Details

7.18.2 Tom's of Maine Major Business

7.18.3 Tom's of Maine Deodorant Product and Services

7.18.4 Tom's of Maine Deodorant Production, Price, Value, Gross Margin and Market Share (2021-2026)

7.18.5 Tom's of Maine Recent Developments/Updates

7.18.6 Tom's of Maine Competitive Strengths & Weaknesses

7.19 Schmidt's

7.19.1 Schmidt's Details

7.19.2 Schmidt's Major Business

7.19.3 Schmidt's Deodorant Product and Services

7.19.4 Schmidt's Deodorant Production, Price, Value, Gross Margin and Market Share

(2021-2026)

7.19.5 Schmidt's Recent Developments/Updates

7.19.6 Schmidt's Competitive Strengths & Weaknesses

## **8 INDUSTRY CHAIN ANALYSIS**

### **8.1 Deodorant Industry Chain**

## 8.2 Deodorant Upstream Analysis

### 8.2.1 Deodorant Core Raw Materials

### 8.2.2 Main Manufacturers of Deodorant Core Raw Materials

## 8.3 Midstream Analysis

## 8.4 Downstream Analysis

## 8.5 Deodorant Production Mode

## 8.6 Deodorant Procurement Model

## 8.7 Deodorant Industry Sales Model and Sales Channels

### 8.7.1 Deodorant Sales Model

### 8.7.2 Deodorant Typical Distributors

## **9 RESEARCH FINDINGS AND CONCLUSION**

## **10 APPENDIX**

### 10.1 Methodology

### 10.2 Research Process and Data Source

### 10.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World Deodorant Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World Deodorant Production Value by Region (2021-2026) & (USD Million)
- Table 3. World Deodorant Production Value by Region (2027-2032) & (USD Million)
- Table 4. World Deodorant Production Value Market Share by Region (2021-2026)
- Table 5. World Deodorant Production Value Market Share by Region (2027-2032)
- Table 6. World Deodorant Production by Region (2021-2026) & (K Units)
- Table 7. World Deodorant Production by Region (2027-2032) & (K Units)
- Table 8. World Deodorant Production Market Share by Region (2021-2026)
- Table 9. World Deodorant Production Market Share by Region (2027-2032)
- Table 10. World Deodorant Average Price by Region (2021-2026) & (US\$/Unit)
- Table 11. World Deodorant Average Price by Region (2027-2032) & (US\$/Unit)
- Table 12. Deodorant Major Market Trends
- Table 13. World Deodorant Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
- Table 14. World Deodorant Consumption by Region (2021-2026) & (K Units)
- Table 15. World Deodorant Consumption Forecast by Region (2027-2032) & (K Units)
- Table 16. World Deodorant Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key Deodorant Producers in 2025
- Table 18. World Deodorant Production by Manufacturer (2021-2026) & (K Units)
- Table 19. Production Market Share of Key Deodorant Producers in 2025
- Table 20. World Deodorant Average Price by Manufacturer (2021-2026) & (US\$/Unit)
- Table 21. Global Deodorant Company Evaluation Quadrant
- Table 22. World Deodorant Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and Deodorant Production Site of Key Manufacturer
- Table 24. Deodorant Market: Company Product Type Footprint
- Table 25. Deodorant Market: Company Product Application Footprint
- Table 26. Deodorant Competitive Factors
- Table 27. Deodorant New Entrant and Capacity Expansion Plans
- Table 28. Deodorant Mergers & Acquisitions Activity
- Table 29. United States VS China Deodorant Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China Deodorant Production Comparison, (2021 & 2025 &

2032) & (K Units)

Table 31. United States VS China Deodorant Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Deodorant Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Deodorant Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Deodorant Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Deodorant Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Deodorant Production Market Share (2021-2026)

Table 37. China Based Deodorant Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Deodorant Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Deodorant Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Deodorant Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Deodorant Production Market Share (2021-2026)

Table 42. Rest of World Based Deodorant Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Deodorant Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Deodorant Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Deodorant Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Deodorant Production Market Share (2021-2026)

Table 47. World Deodorant Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Deodorant Production by Type (2021-2026) & (K Units)

Table 49. World Deodorant Production by Type (2027-2032) & (K Units)

Table 50. World Deodorant Production Value by Type (2021-2026) & (USD Million)

Table 51. World Deodorant Production Value by Type (2027-2032) & (USD Million)

Table 52. World Deodorant Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Deodorant Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Deodorant Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 55. World Deodorant Production by Application (2021-2026) & (K Units)

Table 56. World Deodorant Production by Application (2027-2032) & (K Units)

Table 57. World Deodorant Production Value by Application (2021-2026) & (USD Million)

Table 58. World Deodorant Production Value by Application (2027-2032) & (USD Million)

Table 59. World Deodorant Average Price by Application (2021-2026) & (US\$/Unit)

Table 60. World Deodorant Average Price by Application (2027-2032) & (US\$/Unit)

Table 61. Dove Basic Information, Manufacturing Base and Competitors

Table 62. Dove Major Business

Table 63. Dove Deodorant Product and Services

Table 64. Dove Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Dove Recent Developments/Updates

Table 66. Dove Competitive Strengths & Weaknesses

Table 67. Degree Basic Information, Manufacturing Base and Competitors

Table 68. Degree Major Business

Table 69. Degree Deodorant Product and Services

Table 70. Degree Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 71. Degree Recent Developments/Updates

Table 72. Degree Competitive Strengths & Weaknesses

Table 73. Secret Basic Information, Manufacturing Base and Competitors

Table 74. Secret Major Business

Table 75. Secret Deodorant Product and Services

Table 76. Secret Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 77. Secret Recent Developments/Updates

Table 78. Secret Competitive Strengths & Weaknesses

Table 79. Old Spice Basic Information, Manufacturing Base and Competitors

Table 80. Old Spice Major Business

Table 81. Old Spice Deodorant Product and Services

Table 82. Old Spice Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 83. Old Spice Recent Developments/Updates

Table 84. Old Spice Competitive Strengths & Weaknesses

Table 85. Speed Stick Basic Information, Manufacturing Base and Competitors

Table 86. Speed Stick Major Business

Table 87. Speed Stick Deodorant Product and Services

Table 88. Speed Stick Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 89. Speed Stick Recent Developments/Updates

Table 90. Speed Stick Competitive Strengths & Weaknesses

Table 91. Right Guard Basic Information, Manufacturing Base and Competitors

Table 92. Right Guard Major Business

Table 93. Right Guard Deodorant Product and Services

Table 94. Right Guard Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 95. Right Guard Recent Developments/Updates

Table 96. Right Guard Competitive Strengths & Weaknesses

Table 97. Suave Basic Information, Manufacturing Base and Competitors

Table 98. Suave Major Business

Table 99. Suave Deodorant Product and Services

Table 100. Suave Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 101. Suave Recent Developments/Updates

Table 102. Suave Competitive Strengths & Weaknesses

Table 103. Arm & Hammer Basic Information, Manufacturing Base and Competitors

Table 104. Arm & Hammer Major Business

Table 105. Arm & Hammer Deodorant Product and Services

Table 106. Arm & Hammer Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 107. Arm & Hammer Recent Developments/Updates

Table 108. Arm & Hammer Competitive Strengths & Weaknesses

Table 109. Native Basic Information, Manufacturing Base and Competitors

Table 110. Native Major Business

Table 111. Native Deodorant Product and Services

Table 112. Native Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 113. Native Recent Developments/Updates

Table 114. Native Competitive Strengths & Weaknesses

Table 115. Axe Basic Information, Manufacturing Base and Competitors

Table 116. Axe Major Business

Table 117. Axe Deodorant Product and Services

Table 118. Axe Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

- Table 119. Axe Recent Developments/Updates
- Table 120. Axe Competitive Strengths & Weaknesses
- Table 121. Gillette Basic Information, Manufacturing Base and Competitors
- Table 122. Gillette Major Business
- Table 123. Gillette Deodorant Product and Services
- Table 124. Gillette Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 125. Gillette Recent Developments/Updates
- Table 126. Gillette Competitive Strengths & Weaknesses
- Table 127. Mitchum Basic Information, Manufacturing Base and Competitors
- Table 128. Mitchum Major Business
- Table 129. Mitchum Deodorant Product and Services
- Table 130. Mitchum Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 131. Mitchum Recent Developments/Updates
- Table 132. Mitchum Competitive Strengths & Weaknesses
- Table 133. Nivea Basic Information, Manufacturing Base and Competitors
- Table 134. Nivea Major Business
- Table 135. Nivea Deodorant Product and Services
- Table 136. Nivea Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 137. Nivea Recent Developments/Updates
- Table 138. Nivea Competitive Strengths & Weaknesses
- Table 139. Lume Basic Information, Manufacturing Base and Competitors
- Table 140. Lume Major Business
- Table 141. Lume Deodorant Product and Services
- Table 142. Lume Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 143. Lume Recent Developments/Updates
- Table 144. Lume Competitive Strengths & Weaknesses
- Table 145. Fa Basic Information, Manufacturing Base and Competitors
- Table 146. Fa Major Business
- Table 147. Fa Deodorant Product and Services
- Table 148. Fa Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 149. Fa Recent Developments/Updates
- Table 150. Fa Competitive Strengths & Weaknesses
- Table 151. Sure Basic Information, Manufacturing Base and Competitors
- Table 152. Sure Major Business

- Table 153. Sure Deodorant Product and Services
- Table 154. Sure Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 155. Sure Recent Developments/Updates
- Table 156. Sure Competitive Strengths & Weaknesses
- Table 157. Brut Basic Information, Manufacturing Base and Competitors
- Table 158. Brut Major Business
- Table 159. Brut Deodorant Product and Services
- Table 160. Brut Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 161. Brut Recent Developments/Updates
- Table 162. Brut Competitive Strengths & Weaknesses
- Table 163. Tom's of Maine Basic Information, Manufacturing Base and Competitors
- Table 164. Tom's of Maine Major Business
- Table 165. Tom's of Maine Deodorant Product and Services
- Table 166. Tom's of Maine Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 167. Tom's of Maine Recent Developments/Updates
- Table 168. Tom's of Maine Competitive Strengths & Weaknesses
- Table 169. Schmidt's Basic Information, Manufacturing Base and Competitors
- Table 170. Schmidt's Major Business
- Table 171. Schmidt's Deodorant Product and Services
- Table 172. Schmidt's Deodorant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 173. Schmidt's Recent Developments/Updates
- Table 174. Schmidt's Competitive Strengths & Weaknesses
- Table 175. Global Key Players of Deodorant Upstream (Raw Materials)
- Table 176. Global Deodorant Typical Customers
- Table 177. Deodorant Typical Distributors

## List Of Figures

### LIST OF FIGURES

Figure 1. Deodorant Picture

Figure 2. World Deodorant Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Deodorant Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Deodorant Production (2021-2032) & (K Units)

Figure 5. World Deodorant Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Deodorant Production Value Market Share by Region (2021-2032)

Figure 7. World Deodorant Production Market Share by Region (2021-2032)

Figure 8. North America Deodorant Production (2021-2032) & (K Units)

Figure 9. Europe Deodorant Production (2021-2032) & (K Units)

Figure 10. China Deodorant Production (2021-2032) & (K Units)

Figure 11. Japan Deodorant Production (2021-2032) & (K Units)

Figure 12. Deodorant Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Deodorant Consumption (2021-2032) & (K Units)

Figure 15. World Deodorant Consumption Market Share by Region (2021-2032)

Figure 16. United States Deodorant Consumption (2021-2032) & (K Units)

Figure 17. China Deodorant Consumption (2021-2032) & (K Units)

Figure 18. Europe Deodorant Consumption (2021-2032) & (K Units)

Figure 19. Japan Deodorant Consumption (2021-2032) & (K Units)

Figure 20. South Korea Deodorant Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Deodorant Consumption (2021-2032) & (K Units)

Figure 22. India Deodorant Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Deodorant by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Deodorant Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Deodorant Markets in 2025

Figure 26. United States VS China: Deodorant Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Deodorant Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Deodorant Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Deodorant Production Market Share 2025

Figure 30. China Based Manufacturers Deodorant Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Deodorant Production Market Share 2025

Figure 32. World Deodorant Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Deodorant Production Value Market Share by Type in 2025

Figure 34. Stick

Figure 35. Gel

Figure 36. Roll-On

Figure 37. Spray/Aerosol

Figure 38. Others

Figure 39. World Deodorant Production Market Share by Type (2021-2032)

Figure 40. World Deodorant Production Value Market Share by Type (2021-2032)

Figure 41. World Deodorant Average Price by Type (2021-2032) & (US\$/Unit)

Figure 42. World Deodorant Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 43. World Deodorant Production Value Market Share by Application in 2025

Figure 44. Online Sales

Figure 45. Offline Sales

Figure 46. World Deodorant Production Market Share by Application (2021-2032)

Figure 47. World Deodorant Production Value Market Share by Application (2021-2032)

Figure 48. World Deodorant Average Price by Application (2021-2032) & (US\$/Unit)

Figure 49. Deodorant Industry Chain

Figure 50. Deodorant Procurement Model

Figure 51. Deodorant Sales Model

Figure 52. Deodorant Sales Channels, Direct Sales, and Distribution

Figure 53. Methodology

Figure 54. Research Process and Data Source

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