

Global Deodorant Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Deodorant market size was valued at US\$ 18870 million in 2025 and is forecast to a readjusted size of US\$ 25420 million by 2032 with a CAGR of 4.4% during review period.

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 is a detailed and comprehensive analysis for global Deodorant market. Both

quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Deodorant market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Deodorant market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Deodorant market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Deodorant market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Deodorant
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Deodorant market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Deodorant market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Stick

Gel

Roll-On

Spray/Aerosol

Others

Market segment by Application

Online Sales

Offline Sales

Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of

Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Deodorant product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Deodorant, with price, sales quantity, revenue, and global market share of Deodorant from 2021 to 2026.

Chapter 3, the Deodorant competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Deodorant breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Deodorant market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Deodorant.

Chapter 14 and 15, to describe Deodorant sales channel, distributors, customers, research findings and conclusion.

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