

# Global Deodorant And Antiperspirant Ingredients Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Deodorant And Antiperspirant Ingredients market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Antimicrobials and fragrances used in deodorants help to reduce unpleasant body odor caused due to a growth of microbes; whereas antiperspirants are used to reduce perspiration through the use of pore-blocking agents such as aluminum or other alternatives. The increase in per capita disposable income among consumers across the globe and particularly in developing markets is resulting in increasing demand for deodorant and antiperspirant products on a year-over-year basis. Furthermore, deodorants and antiperspirants are among the fastest growing products in terms of volume demand amongst the various personal care products.

Concerns among consumers regarding the use of aluminum in antiperspirants is hampering preference and demand for generic antiperspirants products. Aluminum salt is one of the key Ingredients used in antiperspirants as it inhibits sweating, thus restraining bacterial growth and body odor. Usage of antiperspirants that contain aluminum salt leads to deposition of aluminum salts over pores of the skin, which could be harmful to a certain extent. Moreover, growing awareness regarding health and safety among consumers globally could restrain demand for such antiperspirants in the near future. Keeping in mind the associated risk of skin damage and diseases such as cancer due to a usage of aluminum and alcohol, companies are currently reducing the use of these ingredients in antiperspirants and opting for other alternatives such as caffeine, sodium bicarbonate, and aluminum potassium sulphate. A detailed analysis of

attractiveness in each ingredient type has been highlighted in the report.

The Global Info Research report includes an overview of the development of the Deodorant And Antiperspirant Ingredients industry chain, the market status of Aerosol Antiperspirant (Alcohol, Conditioner And Moisturizers), Roll On Antiperspirant (Alcohol, Conditioner And Moisturizers), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Deodorant And Antiperspirant Ingredients.

Regionally, the report analyzes the Deodorant And Antiperspirant Ingredients markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Deodorant And Antiperspirant Ingredients market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Deodorant And Antiperspirant Ingredients market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Deodorant And Antiperspirant Ingredients industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Alcohol, Conditioner And Moisturizers).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Deodorant And Antiperspirant Ingredients market.

**Regional Analysis:** The report involves examining the Deodorant And Antiperspirant Ingredients market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Deodorant And Antiperspirant Ingredients market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Deodorant And Antiperspirant Ingredients:

**Company Analysis:** Report covers individual Deodorant And Antiperspirant Ingredients manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Deodorant And Antiperspirant Ingredients. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Aerosol Antiperspirant, Roll On Antiperspirant).

**Technology Analysis:** Report covers specific technologies relevant to Deodorant And Antiperspirant Ingredients. It assesses the current state, advancements, and potential future developments in Deodorant And Antiperspirant Ingredients areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Deodorant And Antiperspirant Ingredients market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Deodorant And Antiperspirant Ingredients market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

## Market segment by Type

Alcohol

Conditioner And Moisturizers

Base And Carrier Substances

Paraben And Propellants

Fragrances

Antimicrobials

Aluminum

#### Market segment by Application

Aerosol Antiperspirant

Roll On Antiperspirant

Sticks & Solids Antiperspirant

Others

#### Major players covered

Unilever

Procter & Gamble

L'Oreal

Avon Product

Shiseido

CavinKare

Henkel

Beiersdorf

Godrej Consumer Products

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 And Antiperspirant Ingredients product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Deodorant And Antiperspirant Ingredients, with price, sales, revenue and global market share of Deodorant And Antiperspirant Ingredients from 2019 to 2024.

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

Chapter 4, the Deodorant And Antiperspirant Ingredients breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Deodorant And Antiperspirant Ingredients market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 And Antiperspirant Ingredients.

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

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