

# Global Deodorants And Antiperspirants 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 Deodorants And Antiperspirants 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.

Deodorant is a substance that is applied to the body parts to prevent body odor that is majorly caused by the bacterial breakdown of perspiration in major body parts such as armpits, feet and other areas of the body. Antiperspirants are regarded as sub category of deodorant. Deodorants and antiperspirants contain ingredients that can control sweat and body odour safely and effectively coming from body parts. Antiperspirants not only affect the odor of the body, also reduces sweating by affecting sweat glands.

Antiperspirants are majorly applied to the underarms of the body, where as deodorants can also be applied to the feet and other body parts as body spray. Deodorants and antiperspirants are mostly confused as similar product, but both differ in function and application. Antiperspirants control sweating and body odour in two different steps. Firstly it prevents sweat reaching the skin surface, and secondly it eliminates the bacteria that causes body odour as it contain antimicrobial agent as its major ingredient. On the other hand, deodorants only contain antimicrobial agents that prevent body odour coming from different part of the body, but are unable to control the flow of sweat. There is one similarity between both deodorants and antiperspirants that both contain fragrances which helps in keeping body odour away from the body.

Increasing population coupled with increasing disposable income in the developing countries such as India and china is expected to drive the global deodorants and antiperspirants market. Increasing disposable income allow the customer to spend more on luxury products among which these products plays key role. From being non-

essential product, deodorants and antiperspirants products have emerged as an essential product in today's era. Also, economic development in growing markets coupled with increased demand for youth-oriented products and celebrity scents are expected to drive the global deodorants and antiperspirants market.

The Global Info Research report includes an overview of the development of the Deodorants And Antiperspirants industry chain, the market status of Supermarket (Aerosol Sprays, Creams), Hypermarket (Aerosol Sprays, Creams), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Deodorants And Antiperspirants.

Regionally, the report analyzes the Deodorants And Antiperspirants 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 Deodorants And Antiperspirants market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Deodorants And Antiperspirants 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 Deodorants And Antiperspirants 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 Units), revenue generated, and market share of different by Type (e.g., Aerosol Sprays, Creams).

**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 Deodorants And Antiperspirants market.

**Regional Analysis:** The report involves examining the Deodorants And Antiperspirants 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 Deodorants And Antiperspirants market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Deodorants And Antiperspirants:

**Company Analysis:** Report covers individual Deodorants And Antiperspirants 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 Deodorants And Antiperspirants. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Supermarket, Hypermarket).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Deodorants And Antiperspirants 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

Deodorants And Antiperspirants 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

Aerosol Sprays

Creams

Roll-On

Gel

#### Market segment by Application

Supermarket

Hypermarket

E-commerce

Retailers

#### Major players covered

Unilever

Cavinkare

Addidas

Nike

Procter & Gamble

Godrej

Garnier

#### 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 Deodorants And Antiperspirants product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Deodorants And Antiperspirants 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 Deodorants And Antiperspirants 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 Deodorants And Antiperspirants.

Chapter 14 and 15, to describe Deodorants And Antiperspirants sales channel, distributors, customers, research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope of Deodorants And Antiperspirants

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Deodorants And Antiperspirants Consumption Value by Type: 2019 Versus 2023 Versus 2030

1.3.2 Aerosol Sprays

1.3.3 Creams

1.3.4 Roll-On

1.3.5 Gel

1.4 Market Analysis by Application

1.4.1 Overview: Global Deodorants And Antiperspirants Consumption Value by Application: 2019 Versus 2023 Versus 2030

1.4.2 Supermarket

1.4.3 Hypermarket

1.4.4 E-commerce

1.4.5 Retailers

1.5 Global Deodorants And Antiperspirants Market Size & Forecast

1.5.1 Global Deodorants And Antiperspirants Consumption Value (2019 & 2023 & 2030)

1.5.2 Global Deodorants And Antiperspirants Sales Quantity (2019-2030)

1.5.3 Global Deodorants And Antiperspirants Average Price (2019-2030)

### 2 MANUFACTURERS PROFILES

2.1 Unilever

2.1.1 Unilever Details

2.1.2 Unilever Major Business

2.1.3 Unilever Deodorants And Antiperspirants Product and Services

2.1.4 Unilever Deodorants And Antiperspirants Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.1.5 Unilever Recent Developments/Updates

2.2 Cavinkare

2.2.1 Cavinkare Details

2.2.2 Cavinkare Major Business

2.2.3 Cavinkare Deodorants And Antiperspirants Product and Services

2.2.4 Cavinkare Deodorants And Antiperspirants Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.2.5 Cavinkare Recent Developments/Updates

2.3 Addidas

2.3.1 Addidas Details

2.3.2 Addidas Major Business

2.3.3 Addidas Deodorants And Antiperspirants Product and Services

2.3.4 Addidas Deodorants And Antiperspirants Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.3.5 Addidas Recent Developments/Updates

2.4 Nike

2.4.1 Nike Details

2.4.2 Nike Major Business

2.4.3 Nike Deodorants And Antiperspirants Product and Services

2.4.4 Nike Deodorants And Antiperspirants Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.4.5 Nike Recent Developments/Updates

2.5 Procter & Gamble

2.5.1 Procter & Gamble Details

2.5.2 Procter & Gamble Major Business

2.5.3 Procter & Gamble Deodorants And Antiperspirants Product and Services

2.5.4 Procter & Gamble Deodorants And Antiperspirants Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.5.5 Procter & Gamble Recent Developments/Updates

2.6 Godrej

2.6.1 Godrej Details

2.6.2 Godrej Major Business

2.6.3 Godrej Deodorants And Antiperspirants Product and Services

2.6.4 Godrej Deodorants And Antiperspirants Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.6.5 Godrej Recent Developments/Updates

2.7 Garnier

2.7.1 Garnier Details

2.7.2 Garnier Major Business

2.7.3 Garnier Deodorants And Antiperspirants Product and Services

2.7.4 Garnier Deodorants And Antiperspirants Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.7.5 Garnier Recent Developments/Updates



### **3 COMPETITIVE ENVIRONMENT: DEODORANTS AND ANTIPERSPIRANTS BY MANUFACTURER**

- 3.1 Global Deodorants And Antiperspirants Sales Quantity by Manufacturer (2019-2024)
- 3.2 Global Deodorants And Antiperspirants Revenue by Manufacturer (2019-2024)
- 3.3 Global Deodorants And Antiperspirants Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)
  - 3.4.1 Producer Shipments of Deodorants And Antiperspirants by Manufacturer Revenue (\$MM) and Market Share (%): 2023
  - 3.4.2 Top 3 Deodorants And Antiperspirants Manufacturer Market Share in 2023
  - 3.4.2 Top 6 Deodorants And Antiperspirants Manufacturer Market Share in 2023
- 3.5 Deodorants And Antiperspirants Market: Overall Company Footprint Analysis
  - 3.5.1 Deodorants And Antiperspirants Market: Region Footprint
  - 3.5.2 Deodorants And Antiperspirants Market: Company Product Type Footprint
  - 3.5.3 Deodorants And Antiperspirants Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

### **4 CONSUMPTION ANALYSIS BY REGION**

- 4.1 Global Deodorants And Antiperspirants Market Size by Region
  - 4.1.1 Global Deodorants And Antiperspirants Sales Quantity by Region (2019-2030)
  - 4.1.2 Global Deodorants And Antiperspirants Consumption Value by Region (2019-2030)
  - 4.1.3 Global Deodorants And Antiperspirants Average Price by Region (2019-2030)
- 4.2 North America Deodorants And Antiperspirants Consumption Value (2019-2030)
- 4.3 Europe Deodorants And Antiperspirants Consumption Value (2019-2030)
- 4.4 Asia-Pacific Deodorants And Antiperspirants Consumption Value (2019-2030)
- 4.5 South America Deodorants And Antiperspirants Consumption Value (2019-2030)
- 4.6 Middle East and Africa Deodorants And Antiperspirants Consumption Value (2019-2030)

### **5 MARKET SEGMENT BY TYPE**

- 5.1 Global Deodorants And Antiperspirants Sales Quantity by Type (2019-2030)
- 5.2 Global Deodorants And Antiperspirants Consumption Value by Type (2019-2030)
- 5.3 Global Deodorants And Antiperspirants Average Price by Type (2019-2030)

## **6 MARKET SEGMENT BY APPLICATION**

6.1 Global Deodorants And Antiperspirants Sales Quantity by Application (2019-2030)

6.2 Global Deodorants And Antiperspirants Consumption Value by Application (2019-2030)

6.3 Global Deodorants And Antiperspirants Average Price by Application (2019-2030)

## **7 NORTH AMERICA**

7.1 North America Deodorants And Antiperspirants Sales Quantity by Type (2019-2030)

7.2 North America Deodorants And Antiperspirants Sales Quantity by Application (2019-2030)

7.3 North America Deodorants And Antiperspirants Market Size by Country

7.3.1 North America Deodorants And Antiperspirants Sales Quantity by Country (2019-2030)

7.3.2 North America Deodorants And Antiperspirants Consumption Value by Country (2019-2030)

7.3.3 United States Market Size and Forecast (2019-2030)

7.3.4 Canada Market Size and Forecast (2019-2030)

7.3.5 Mexico Market Size and Forecast (2019-2030)

## **8 EUROPE**

8.1 Europe Deodorants And Antiperspirants Sales Quantity by Type (2019-2030)

8.2 Europe Deodorants And Antiperspirants Sales Quantity by Application (2019-2030)

8.3 Europe Deodorants And Antiperspirants Market Size by Country

8.3.1 Europe Deodorants And Antiperspirants Sales Quantity by Country (2019-2030)

8.3.2 Europe Deodorants And Antiperspirants Consumption Value by Country (2019-2030)

8.3.3 Germany Market Size and Forecast (2019-2030)

8.3.4 France Market Size and Forecast (2019-2030)

8.3.5 United Kingdom Market Size and Forecast (2019-2030)

8.3.6 Russia Market Size and Forecast (2019-2030)

8.3.7 Italy Market Size and Forecast (2019-2030)

## **9 ASIA-PACIFIC**

9.1 Asia-Pacific Deodorants And Antiperspirants Sales Quantity by Type (2019-2030)

9.2 Asia-Pacific Deodorants And Antiperspirants Sales Quantity by Application

(2019-2030)

### 9.3 Asia-Pacific Deodorants And Antiperspirants Market Size by Region

#### 9.3.1 Asia-Pacific Deodorants And Antiperspirants Sales Quantity by Region

(2019-2030)

#### 9.3.2 Asia-Pacific Deodorants And Antiperspirants Consumption Value by Region

(2019-2030)

#### 9.3.3 China Market Size and Forecast (2019-2030)

#### 9.3.4 Japan Market Size and Forecast (2019-2030)

#### 9.3.5 Korea Market Size and Forecast (2019-2030)

#### 9.3.6 India Market Size and Forecast (2019-2030)

#### 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)

#### 9.3.8 Australia Market Size and Forecast (2019-2030)

## 10 SOUTH AMERICA

### 10.1 South America Deodorants And Antiperspirants Sales Quantity by Type

(2019-2030)

### 10.2 South America Deodorants And Antiperspirants Sales Quantity by Application

(2019-2030)

### 10.3 South America Deodorants And Antiperspirants Market Size by Country

#### 10.3.1 South America Deodorants And Antiperspirants Sales Quantity by Country

(2019-2030)

#### 10.3.2 South America Deodorants And Antiperspirants Consumption Value by Country

(2019-2030)

#### 10.3.3 Brazil Market Size and Forecast (2019-2030)

#### 10.3.4 Argentina Market Size and Forecast (2019-2030)

## 11 MIDDLE EAST & AFRICA

### 11.1 Middle East & Africa Deodorants And Antiperspirants Sales Quantity by Type

(2019-2030)

### 11.2 Middle East & Africa Deodorants And Antiperspirants Sales Quantity by Application

(2019-2030)

### 11.3 Middle East & Africa Deodorants And Antiperspirants Market Size by Country

#### 11.3.1 Middle East & Africa Deodorants And Antiperspirants Sales Quantity by Country

(2019-2030)

#### 11.3.2 Middle East & Africa Deodorants And Antiperspirants Consumption Value by Country (2019-2030)

#### 11.3.3 Turkey Market Size and Forecast (2019-2030)

- 11.3.4 Egypt Market Size and Forecast (2019-2030)
- 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)
- 11.3.6 South Africa Market Size and Forecast (2019-2030)

## **12 MARKET DYNAMICS**

- 12.1 Deodorants And Antiperspirants Market Drivers
- 12.2 Deodorants And Antiperspirants Market Restraints
- 12.3 Deodorants And Antiperspirants Trends Analysis
- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes
  - 12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

- 13.1 Raw Material of Deodorants And Antiperspirants and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Deodorants And Antiperspirants
- 13.3 Deodorants And Antiperspirants Production Process
- 13.4 Deodorants And Antiperspirants Industrial Chain

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

- 14.1 Sales Channel
  - 14.1.1 Direct to End-User
  - 14.1.2 Distributors
- 14.2 Deodorants And Antiperspirants Typical Distributors
- 14.3 Deodorants And Antiperspirants Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Deodorants And Antiperspirants Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Deodorants And Antiperspirants Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Unilever Basic Information, Manufacturing Base and Competitors

Table 4. Unilever Major Business

Table 5. Unilever Deodorants And Antiperspirants Product and Services

Table 6. Unilever Deodorants And Antiperspirants Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. Unilever Recent Developments/Updates

Table 8. Cavinkare Basic Information, Manufacturing Base and Competitors

Table 9. Cavinkare Major Business

Table 10. Cavinkare Deodorants And Antiperspirants Product and Services

Table 11. Cavinkare Deodorants And Antiperspirants Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Cavinkare Recent Developments/Updates

Table 13. Addidas Basic Information, Manufacturing Base and Competitors

Table 14. Addidas Major Business

Table 15. Addidas Deodorants And Antiperspirants Product and Services

Table 16. Addidas Deodorants And Antiperspirants Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. Addidas Recent Developments/Updates

Table 18. Nike Basic Information, Manufacturing Base and Competitors

Table 19. Nike Major Business

Table 20. Nike Deodorants And Antiperspirants Product and Services

Table 21. Nike Deodorants And Antiperspirants Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Nike Recent Developments/Updates

Table 23. Procter & Gamble Basic Information, Manufacturing Base and Competitors

Table 24. Procter & Gamble Major Business

Table 25. Procter & Gamble Deodorants And Antiperspirants Product and Services

Table 26. Procter & Gamble Deodorants And Antiperspirants Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Procter & Gamble Recent Developments/Updates

- Table 28. Godrej Basic Information, Manufacturing Base and Competitors
- Table 29. Godrej Major Business
- Table 30. Godrej Deodorants And Antiperspirants Product and Services
- Table 31. Godrej Deodorants And Antiperspirants Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 32. Godrej Recent Developments/Updates
- Table 33. Garnier Basic Information, Manufacturing Base and Competitors
- Table 34. Garnier Major Business
- Table 35. Garnier Deodorants And Antiperspirants Product and Services
- Table 36. Garnier Deodorants And Antiperspirants Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 37. Garnier Recent Developments/Updates
- Table 38. Global Deodorants And Antiperspirants Sales Quantity by Manufacturer (2019-2024) & (K Units)
- Table 39. Global Deodorants And Antiperspirants Revenue by Manufacturer (2019-2024) & (USD Million)
- Table 40. Global Deodorants And Antiperspirants Average Price by Manufacturer (2019-2024) & (USD/Unit)
- Table 41. Market Position of Manufacturers in Deodorants And Antiperspirants, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023
- Table 42. Head Office and Deodorants And Antiperspirants Production Site of Key Manufacturer
- Table 43. Deodorants And Antiperspirants Market: Company Product Type Footprint
- Table 44. Deodorants And Antiperspirants Market: Company Product Application Footprint
- Table 45. Deodorants And Antiperspirants New Market Entrants and Barriers to Market Entry
- Table 46. Deodorants And Antiperspirants Mergers, Acquisition, Agreements, and Collaborations
- Table 47. Global Deodorants And Antiperspirants Sales Quantity by Region (2019-2024) & (K Units)
- Table 48. Global Deodorants And Antiperspirants Sales Quantity by Region (2025-2030) & (K Units)
- Table 49. Global Deodorants And Antiperspirants Consumption Value by Region (2019-2024) & (USD Million)
- Table 50. Global Deodorants And Antiperspirants Consumption Value by Region (2025-2030) & (USD Million)
- Table 51. Global Deodorants And Antiperspirants Average Price by Region (2019-2024) & (USD/Unit)

Table 52. Global Deodorants And Antiperspirants Average Price by Region (2025-2030) & (USD/Unit)

Table 53. Global Deodorants And Antiperspirants Sales Quantity by Type (2019-2024) & (K Units)

Table 54. Global Deodorants And Antiperspirants Sales Quantity by Type (2025-2030) & (K Units)

Table 55. Global Deodorants And Antiperspirants Consumption Value by Type (2019-2024) & (USD Million)

Table 56. Global Deodorants And Antiperspirants Consumption Value by Type (2025-2030) & (USD Million)

Table 57. Global Deodorants And Antiperspirants Average Price by Type (2019-2024) & (USD/Unit)

Table 58. Global Deodorants And Antiperspirants Average Price by Type (2025-2030) & (USD/Unit)

Table 59. Global Deodorants And Antiperspirants Sales Quantity by Application (2019-2024) & (K Units)

Table 60. Global Deodorants And Antiperspirants Sales Quantity by Application (2025-2030) & (K Units)

Table 61. Global Deodorants And Antiperspirants Consumption Value by Application (2019-2024) & (USD Million)

Table 62. Global Deodorants And Antiperspirants Consumption Value by Application (2025-2030) & (USD Million)

Table 63. Global Deodorants And Antiperspirants Average Price by Application (2019-2024) & (USD/Unit)

Table 64. Global Deodorants And Antiperspirants Average Price by Application (2025-2030) & (USD/Unit)

Table 65. North America Deodorants And Antiperspirants Sales Quantity by Type (2019-2024) & (K Units)

Table 66. North America Deodorants And Antiperspirants Sales Quantity by Type (2025-2030) & (K Units)

Table 67. North America Deodorants And Antiperspirants Sales Quantity by Application (2019-2024) & (K Units)

Table 68. North America Deodorants And Antiperspirants Sales Quantity by Application (2025-2030) & (K Units)

Table 69. North America Deodorants And Antiperspirants Sales Quantity by Country (2019-2024) & (K Units)

Table 70. North America Deodorants And Antiperspirants Sales Quantity by Country (2025-2030) & (K Units)

Table 71. North America Deodorants And Antiperspirants Consumption Value by

Country (2019-2024) & (USD Million)

Table 72. North America Deodorants And Antiperspirants Consumption Value by Country (2025-2030) & (USD Million)

Table 73. Europe Deodorants And Antiperspirants Sales Quantity by Type (2019-2024) & (K Units)

Table 74. Europe Deodorants And Antiperspirants Sales Quantity by Type (2025-2030) & (K Units)

Table 75. Europe Deodorants And Antiperspirants Sales Quantity by Application (2019-2024) & (K Units)

Table 76. Europe Deodorants And Antiperspirants Sales Quantity by Application (2025-2030) & (K Units)

Table 77. Europe Deodorants And Antiperspirants Sales Quantity by Country (2019-2024) & (K Units)

Table 78. Europe Deodorants And Antiperspirants Sales Quantity by Country (2025-2030) & (K Units)

Table 79. Europe Deodorants And Antiperspirants Consumption Value by Country (2019-2024) & (USD Million)

Table 80. Europe Deodorants And Antiperspirants Consumption Value by Country (2025-2030) & (USD Million)

Table 81. Asia-Pacific Deodorants And Antiperspirants Sales Quantity by Type (2019-2024) & (K Units)

Table 82. Asia-Pacific Deodorants And Antiperspirants Sales Quantity by Type (2025-2030) & (K Units)

Table 83. Asia-Pacific Deodorants And Antiperspirants Sales Quantity by Application (2019-2024) & (K Units)

Table 84. Asia-Pacific Deodorants And Antiperspirants Sales Quantity by Application (2025-2030) & (K Units)

Table 85. Asia-Pacific Deodorants And Antiperspirants Sales Quantity by Region (2019-2024) & (K Units)

Table 86. Asia-Pacific Deodorants And Antiperspirants Sales Quantity by Region (2025-2030) & (K Units)

Table 87. Asia-Pacific Deodorants And Antiperspirants Consumption Value by Region (2019-2024) & (USD Million)

Table 88. Asia-Pacific Deodorants And Antiperspirants Consumption Value by Region (2025-2030) & (USD Million)

Table 89. South America Deodorants And Antiperspirants Sales Quantity by Type (2019-2024) & (K Units)

Table 90. South America Deodorants And Antiperspirants Sales Quantity by Type (2025-2030) & (K Units)



Table 91. South America Deodorants And Antiperspirants Sales Quantity by Application (2019-2024) & (K Units)

Table 92. South America Deodorants And Antiperspirants Sales Quantity by Application (2025-2030) & (K Units)

Table 93. South America Deodorants And Antiperspirants Sales Quantity by Country (2019-2024) & (K Units)

Table 94. South America Deodorants And Antiperspirants Sales Quantity by Country (2025-2030) & (K Units)

Table 95. South America Deodorants And Antiperspirants Consumption Value by Country (2019-2024) & (USD Million)

Table 96. South America Deodorants And Antiperspirants Consumption Value by Country (2025-2030) & (USD Million)

Table 97. Middle East & Africa Deodorants And Antiperspirants Sales Quantity by Type (2019-2024) & (K Units)

Table 98. Middle East & Africa Deodorants And Antiperspirants Sales Quantity by Type (2025-2030) & (K Units)

Table 99. Middle East & Africa Deodorants And Antiperspirants Sales Quantity by Application (2019-2024) & (K Units)

Table 100. Middle East & Africa Deodorants And Antiperspirants Sales Quantity by Application (2025-2030) & (K Units)

Table 101. Middle East & Africa Deodorants And Antiperspirants Sales Quantity by Region (2019-2024) & (K Units)

Table 102. Middle East & Africa Deodorants And Antiperspirants Sales Quantity by Region (2025-2030) & (K Units)

Table 103. Middle East & Africa Deodorants And Antiperspirants Consumption Value by Region (2019-2024) & (USD Million)

Table 104. Middle East & Africa Deodorants And Antiperspirants Consumption Value by Region (2025-2030) & (USD Million)

Table 105. Deodorants And Antiperspirants Raw Material

Table 106. Key Manufacturers of Deodorants And Antiperspirants Raw Materials

Table 107. Deodorants And Antiperspirants Typical Distributors

Table 108. Deodorants And Antiperspirants Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Deodorants And Antiperspirants Picture

Figure 2. Global Deodorants And Antiperspirants Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Deodorants And Antiperspirants Consumption Value Market Share by Type in 2023

Figure 4. Aerosol Sprays Examples

Figure 5. Creams Examples

Figure 6. Roll-On Examples

Figure 7. Gel Examples

Figure 8. Global Deodorants And Antiperspirants Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 9. Global Deodorants And Antiperspirants Consumption Value Market Share by Application in 2023

Figure 10. Supermarket Examples

Figure 11. Hypermarket Examples

Figure 12. E-commerce Examples

Figure 13. Retailers Examples

Figure 14. Global Deodorants And Antiperspirants Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 15. Global Deodorants And Antiperspirants Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 16. Global Deodorants And Antiperspirants Sales Quantity (2019-2030) & (K Units)

Figure 17. Global Deodorants And Antiperspirants Average Price (2019-2030) & (USD/Unit)

Figure 18. Global Deodorants And Antiperspirants Sales Quantity Market Share by Manufacturer in 2023

Figure 19. Global Deodorants And Antiperspirants Consumption Value Market Share by Manufacturer in 2023

Figure 20. Producer Shipments of Deodorants And Antiperspirants by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 21. Top 3 Deodorants And Antiperspirants Manufacturer (Consumption Value) Market Share in 2023

Figure 22. Top 6 Deodorants And Antiperspirants Manufacturer (Consumption Value) Market Share in 2023

Figure 23. Global Deodorants And Antiperspirants Sales Quantity Market Share by Region (2019-2030)

Figure 24. Global Deodorants And Antiperspirants Consumption Value Market Share by Region (2019-2030)

Figure 25. North America Deodorants And Antiperspirants Consumption Value (2019-2030) & (USD Million)

Figure 26. Europe Deodorants And Antiperspirants Consumption Value (2019-2030) & (USD Million)

Figure 27. Asia-Pacific Deodorants And Antiperspirants Consumption Value (2019-2030) & (USD Million)

Figure 28. South America Deodorants And Antiperspirants Consumption Value (2019-2030) & (USD Million)

Figure 29. Middle East & Africa Deodorants And Antiperspirants Consumption Value (2019-2030) & (USD Million)

Figure 30. Global Deodorants And Antiperspirants Sales Quantity Market Share by Type (2019-2030)

Figure 31. Global Deodorants And Antiperspirants Consumption Value Market Share by Type (2019-2030)

Figure 32. Global Deodorants And Antiperspirants Average Price by Type (2019-2030) & (USD/Unit)

Figure 33. Global Deodorants And Antiperspirants Sales Quantity Market Share by Application (2019-2030)

Figure 34. Global Deodorants And Antiperspirants Consumption Value Market Share by Application (2019-2030)

Figure 35. Global Deodorants And Antiperspirants Average Price by Application (2019-2030) & (USD/Unit)

Figure 36. North America Deodorants And Antiperspirants Sales Quantity Market Share by Type (2019-2030)

Figure 37. North America Deodorants And Antiperspirants Sales Quantity Market Share by Application (2019-2030)

Figure 38. North America Deodorants And Antiperspirants Sales Quantity Market Share by Country (2019-2030)

Figure 39. North America Deodorants And Antiperspirants Consumption Value Market Share by Country (2019-2030)

Figure 40. United States Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 41. Canada Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 42. Mexico Deodorants And Antiperspirants Consumption Value and Growth

Rate (2019-2030) & (USD Million)

Figure 43. Europe Deodorants And Antiperspirants Sales Quantity Market Share by Type (2019-2030)

Figure 44. Europe Deodorants And Antiperspirants Sales Quantity Market Share by Application (2019-2030)

Figure 45. Europe Deodorants And Antiperspirants Sales Quantity Market Share by Country (2019-2030)

Figure 46. Europe Deodorants And Antiperspirants Consumption Value Market Share by Country (2019-2030)

Figure 47. Germany Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 48. France Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 49. United Kingdom Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 50. Russia Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 51. Italy Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 52. Asia-Pacific Deodorants And Antiperspirants Sales Quantity Market Share by Type (2019-2030)

Figure 53. Asia-Pacific Deodorants And Antiperspirants Sales Quantity Market Share by Application (2019-2030)

Figure 54. Asia-Pacific Deodorants And Antiperspirants Sales Quantity Market Share by Region (2019-2030)

Figure 55. Asia-Pacific Deodorants And Antiperspirants Consumption Value Market Share by Region (2019-2030)

Figure 56. China Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. Japan Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. Korea Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. India Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 60. Southeast Asia Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 61. Australia Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 62. South America Deodorants And Antiperspirants Sales Quantity Market Share by Type (2019-2030)

Figure 63. South America Deodorants And Antiperspirants Sales Quantity Market Share by Application (2019-2030)

Figure 64. South America Deodorants And Antiperspirants Sales Quantity Market Share by Country (2019-2030)

Figure 65. South America Deodorants And Antiperspirants Consumption Value Market Share by Country (2019-2030)

Figure 66. Brazil Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 67. Argentina Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 68. Middle East & Africa Deodorants And Antiperspirants Sales Quantity Market Share by Type (2019-2030)

Figure 69. Middle East & Africa Deodorants And Antiperspirants Sales Quantity Market Share by Application (2019-2030)

Figure 70. Middle East & Africa Deodorants And Antiperspirants Sales Quantity Market Share by Region (2019-2030)

Figure 71. Middle East & Africa Deodorants And Antiperspirants Consumption Value Market Share by Region (2019-2030)

Figure 72. Turkey Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 73. Egypt Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 74. Saudi Arabia Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 75. South Africa Deodorants And Antiperspirants Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 76. Deodorants And Antiperspirants Market Drivers

Figure 77. Deodorants And Antiperspirants Market Restraints

Figure 78. Deodorants And Antiperspirants Market Trends

Figure 79. Porters Five Forces Analysis

Figure 80. Manufacturing Cost Structure Analysis of Deodorants And Antiperspirants in 2023

Figure 81. Manufacturing Process Analysis of Deodorants And Antiperspirants

Figure 82. Deodorants And Antiperspirants Industrial Chain

Figure 83. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 84. Direct Channel Pros & Cons

Figure 85. Indirect Channel Pros & Cons

Figure 86. Methodology

Figure 87. Research Process and Data Source

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