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

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Abstracts

The global Lubricating Deodorant market size is expected to reach $ 378 million by 2032, rising at a market growth of 4.5% CAGR during the forecast period (2026-2032).

In 2025, global Lubricating Deodorant output reached about 90,000 tons and global capacity of around 110,000 tons. The average price is about USD 3,000 per ton, with gross margins near 29%. Lubricating Deodorant is a multifunctional personal care product designed to simultaneously reduce skin friction, provide long-lasting odor control, and improve skin comfort in areas prone to chafing, perspiration, or repeated movement. It typically combines lubricating ingredients (such as dimethicone, cyclopentasiloxane, mineral oil, hydrogenated polyisobutene, esters, or plant-derived oils), deodorizing and odor-neutralizing agents (including zinc ricinoleate, triethyl citrate, activated charcoal, baking soda, or antimicrobial compounds), absorbent powders (such as silica, tapioca starch, or corn starch), emollients, skin-conditioning agents, fragrances, preservatives, and functional additives into stick, cream, gel, roll-on, spray, or balm formulations. The supply chain begins with upstream suppliers of silicone fluids, synthetic and natural lubricants, deodorizing actives, emulsifiers, waxes, polymers, fragrances, packaging materials, and specialty cosmetic ingredients. Midstream manufacturers formulate, blend, emulsify, fill, and package the products under strict cosmetic Good Manufacturing Practice (GMP) standards while conducting stability, microbiological, and dermatological testing to ensure safety and performance. Downstream distribution occurs through supermarkets, pharmacies, beauty retailers, sporting goods stores, e-commerce platforms, and direct-to-consumer brands, serving end users in personal hygiene, sports and fitness, outdoor activities, medical skin protection, occupational safety, and daily skincare applications.

The Lubricating Deodorant market is experiencing steady growth, driven by increasing

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consumer awareness of skin health, personal hygiene, and comfort during daily activities and physical exercise. Rising participation in sports, fitness, running, cycling, hiking, and other outdoor activities has significantly increased demand for products that simultaneously reduce friction, prevent chafing, and control body odor. The growing popularity of whole-body deodorants and multifunctional personal care products is encouraging manufacturers to develop formulations that combine long-lasting lubrication, sweat resistance, odor-neutralizing technology, and skin-conditioning ingredients in a single product. Premiumization trends, demand for aluminum-free and natural formulations, silicone-based high-performance lubricants, clean-label ingredients, dermatologist-tested products, and products designed for sensitive skin are further expanding the market. In addition, the rapid growth of e-commerce, direct-to-consumer brands, social media marketing, and increasing consumer acceptance of body-care products for thighs, feet, underarms, skin folds, and intimate areas are accelerating product adoption. Expanding applications in healthcare, elderly care, occupational safety, military use, and travel, together with continuous innovation in long-lasting, non-greasy, sweat-resistant, and environmentally sustainable formulations and packaging, are expected to support sustained global market growth over the coming years.

Report Scope

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

This report is a detailed and comprehensive analysis of the world market for Lubricating 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 Lubricating Deodorant that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Lubricating Deodorant total production and demand, 2021-2032, (Kilotons)

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

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

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Global Lubricating Deodorant consumption by region & country, CAGR, 2021-2032 & (Kilotons)

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

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

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

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

This report profiles key players in the global Lubricating 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 Procter & Gamble, Unilever, Beiersdorf, Colgate-Palmolive, Edgewell, Church & Dwight, Kao Corporation, Lume Deodorant, Squirrel's Nut Butter, Chamois Butt'r, 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 Lubricating Deodorant market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (Kilotons) and average price (US$/Ton) 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 Lubricating Deodorant Market, By Region:

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United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Lubricating Deodorant Market, Segmentation by Type:

Water-Based

Oil-Based

Others

Global Lubricating Deodorant Market, Segmentation by Duration of Protection:

<8 Hours

8–24 Hours

>24 Hours

Global Lubricating Deodorant Market, Segmentation by Physical Form:

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Stick

Cream

Gel

Global Lubricating Deodorant Market, Segmentation by Application:

Personal Care

Sports & Fitness

Outdoor Recreation

Others

Companies Profiled:

Procter & Gamble

Unilever

Beiersdorf

Colgate-Palmolive

Edgewell

Church & Dwight

Kao Corporation

Lume Deodorant

Squirrel's Nut Butter

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Chamois Butt'r

Shanghai Jahwa

Baiyun Daily Chemical

JALA Group

Key Questions Answered:

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

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