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

https://marketpublishers.com/r/G0864A5138A6EN.html
Date: September 2026
Pages: 118
Price: US$ 3,480.00 (Single User License)
ID: G0864A5138A6EN

Abstracts

According to our (Global Info Research) latest study, the global Lubricating Deodorant market size was valued at US$ 278 million in 2025 and is forecast to a readjusted size of US$ 378 million by 2032 with a CAGR of 4.5% during review period.

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.

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The Lubricating Deodorant market is experiencing steady growth, driven by increasing 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 is a detailed and comprehensive analysis for global Lubricating 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 Lubricating Deodorant market size and forecasts, in consumption value ($ Million), sales quantity (Kilotons), and average selling prices (US$/Ton), 2021-2032

Global Lubricating Deodorant market size and forecasts by region and country, in consumption value ($ Million), sales quantity (Kilotons), and average selling prices (US$/Ton), 2021-2032

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Global Lubricating Deodorant market size and forecasts, by Type and by Application, in consumption value ($ Million), sales quantity (Kilotons), and average selling prices (US$/Ton), 2021-2032

Global Lubricating Deodorant market shares of main players, shipments in revenue ($ Million), sales quantity (Kilotons), and ASP (US$/Ton), 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 Lubricating 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 Lubricating 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 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.

Market Segmentation

Lubricating 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.

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Market segment by Type

Water-Based

Oil-Based

Others

Market segment by Duration of Protection

<8 Hours

8–24 Hours

>24 Hours

Market segment by Physical Form

Stick

Cream

Gel

Market segment by Application

Personal Care

Sports & Fitness

Outdoor Recreation

Others

Major players covered

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Procter & Gamble

Unilever

Beiersdorf

Colgate-Palmolive

Edgewell

Church & Dwight

Kao Corporation

Lume Deodorant

Squirrel's Nut Butter

Chamois Butt'r

Shanghai Jahwa

Baiyun Daily Chemical

JALA Group

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

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Middle East & Africa)

Chapter Outline

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

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

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

Chapter 4, the Lubricating 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 Lubricating 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 Lubricating Deodorant.

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

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