

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

<https://marketpublishers.com/r/G1F8DEB49024EN.html>

Date: May 2026

Pages: 107

Price: US\$ 3,480.00 (Single User License)

ID: G1F8DEB49024EN

Abstracts

According to our (Global Info Research) latest study, the global Men's Deodorant market size was valued at US\$ 10762 million in 2025 and is forecast to a readjusted size of US\$ 14494 million by 2032 with a CAGR of 4.4% during review period.

Men's deodorant is a personal care product specifically formulated for men to control body odor, especially underarm odor, by inhibiting the growth of odor-causing bacteria. The formulation typically reflects male scent preferences, often featuring fresh, woody, or musky fragrances. In 2025, global Men's Deodorant production reached approximately 1868 million units, with an average global market price of around 5.6 US\$/Unit. The production capacity of Men's Deodorant reaches 2300 million units, and the industry's gross profit margin is approximately between 30% and 50%.

The market demand for men's deodorant is driven by multiple factors, including a significant increase in men's awareness of personal grooming, higher requirements for neat appearance in the workplace and social settings, the popularization of a healthy and active lifestyle, a shift in product formulation towards mild, safe, and natural ingredients, and brands' targeted marketing based on men's consumption habits. As traditional gender role concepts fade, men's acceptance and frequency of use of grooming products continue to grow, driving deodorants to evolve from basic functional products into everyday consumer goods that integrate fragrance aesthetics, skin care, and lifestyle. At the same time, the development of e-commerce channels and innovation in niche categories have further lowered the barriers to entry, accelerating the penetration and upgrading of this category globally.

This report is a detailed and comprehensive analysis for global Men's 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 Men's Deodorant market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Men's 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 Men's 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 Men's 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 Men's 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 Men's 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, Old Spice, Degree, Speed Stick, Secret Deodorant, Right Guard, Axe, Nivea, Gillette, Arm & Hammer, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Men's 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 Function

Antiperspirant

Deodorant

Others

Market segment by Ingredient

Traditional Type

Natural Type

Others

Market segment by Application

Online Sales

Offline Sales

Major players covered

Dove

Old Spice

Degree

Speed Stick

Secret Deodorant

Right Guard

Axe

Nivea

Gillette

Arm & Hammer

Schmidt's Natural

Jack Black

Every Man Jack

Bravo Sierra

Lume Deodorant

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 Men's Deodorant product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Men's 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 Men's 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 Men's Deodorant.

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

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