

Global Roll-ons Antiperspirant Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Roll-ons Antiperspirant market size is expected to reach \$ 832 million by 2032, rising at a market growth of 3.5% CAGR during the forecast period (2026-2032).

Roll-ons Antiperspirant are liquid-based personal care products applied via a rolling applicator ball, delivering aluminum-based active ingredients onto the underarm skin to temporarily reduce sweat secretion and control body odor through a controlled and even surface distribution system.

The roll-ons antiperspirant industry chain includes upstream suppliers of aluminum salts, ethanol, water, fragrance compounds, stabilizers, emulsifiers, and packaging materials such as plastic or glass bottles and roller ball components; midstream consists of personal care manufacturers, formulation laboratories, and contract filling companies that mix active ingredients into liquid or gel systems and fill them into roll-on applicators under controlled hygienic production conditions; downstream includes supermarkets, pharmacies, convenience stores, and e-commerce platforms distributing products to end users such as men, women, and teenagers, supported by global logistics, retail networks, and brand marketing systems across international personal care markets.

Global roll-ons antiperspirant projects under construction and planned are concentrated in Asia-Pacific, North America, and Europe, focusing on expanding liquid personal care manufacturing capacity and upgrading automated roll-on filling lines; companies are investing in new formulation laboratories for alcohol-free, aluminum-reduced, and sensitive-skin products; sustainability-driven projects include refillable packaging systems, recyclable plastic bottle production, and low-carbon manufacturing facilities; digital transformation initiatives integrate AI-based fragrance design, automated quality inspection, and smart supply chain management; emerging market expansion projects

target Southeast Asia, Latin America, and Africa, where rising hygiene awareness and urbanization are driving strong demand for roll-on deodorant and antiperspirant products.

Global Market Sales Volume: 202 Million Units, Average Global Market Price: USD 3.1 Per Unit, Market Average Gross Profit Margin: 45%.

The roll-ons antiperspirant market is growing steadily due to rising global demand for convenient and controlled personal hygiene products. Consumers prefer roll-on formats for their precise application, portability, and lower wastage compared to sprays. Urbanization and increasing personal grooming awareness are key demand drivers.

Asia-Pacific is the fastest-growing region due to climate conditions and population size. North America and Europe remain mature markets with strong demand for premium and dermatologically tested products.

E-commerce is expanding access and enabling niche and premium brand penetration. Product innovation focuses on alcohol-free, skin-sensitive, and long-lasting formulations.

Major companies such as Unilever, Procter & Gamble, Beiersdorf, L'Oréal, and Colgate-Palmolive dominate the competitive landscape. These companies compete through fragrance innovation, skin-friendly formulations, and strong global distribution networks. Private label brands are gaining share in price-sensitive markets.

Sustainability trends are encouraging refillable packaging and recyclable materials. However, concerns about aluminum compounds and skin sensitivity remain a challenge. Raw material price fluctuations affect production costs and margins.

Overall, the market is transitioning toward more sustainable, dermatologically safe, and user-friendly liquid personal care systems.

This report studies the global Roll-ons Antiperspirant production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Roll-ons Antiperspirant 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 Roll-ons Antiperspirant that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Roll-ons Antiperspirant total production and demand, 2021-2032, (K Units)

Global Roll-ons Antiperspirant total production value, 2021-2032, (USD Million)

Global Roll-ons Antiperspirant production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Roll-ons Antiperspirant consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Roll-ons Antiperspirant domestic production, consumption, key domestic manufacturers and share

Global Roll-ons Antiperspirant production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Roll-ons Antiperspirant production by Active Ingredient Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Roll-ons Antiperspirant production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Roll-ons Antiperspirant 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 Deonatulle, Procter & Gamble, Unilever, Beiersdorf, Colgate-Palmolive, Church & Dwight, Henkel, Edgewell Personal Care, Lion Corporation, Adidas, 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 Roll-ons Antiperspirant market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Active Ingredient Type, and by Sales Channel. 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 Roll-ons Antiperspirant Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Roll-ons Antiperspirant Market, Segmentation by Active Ingredient Type:

Aluminum Chlorohydrate Based

Aluminum Zirconium Based

Natural Mineral Based

Others

Global Roll-ons Antiperspirant Market, Segmentation by Application Types:

Daily Personal Care

Sports And Fitness Use

Clinical Hyperhidrosis Control

Others

Global Roll-ons Antiperspirant Market, Segmentation by End User Type:

Men

Women

Global Roll-ons Antiperspirant Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Companies Profiled:

Deonatulle

Procter & Gamble

Unilever

Beiersdorf

Colgate-Palmolive

Church & Dwight

Henkel

Edgewell Personal Care

Lion Corporation

Adidas

L'Oréal Group

Reckitt

Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics

LVMH Fresh

Key Questions Answered:

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

Contents

1 SUPPLY SUMMARY

- 1.1 Roll-ons Antiperspirant Introduction
- 1.2 World Roll-ons Antiperspirant Supply & Forecast
 - 1.2.1 World Roll-ons Antiperspirant Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Roll-ons Antiperspirant Production (2021-2032)
 - 1.2.3 World Roll-ons Antiperspirant Pricing Trends (2021-2032)
- 1.3 World Roll-ons Antiperspirant Production by Region (Based on Production Site)
 - 1.3.1 World Roll-ons Antiperspirant Production Value by Region (2021-2032)
 - 1.3.2 World Roll-ons Antiperspirant Production by Region (2021-2032)
 - 1.3.3 World Roll-ons Antiperspirant Average Price by Region (2021-2032)
 - 1.3.4 North America Roll-ons Antiperspirant Production (2021-2032)
 - 1.3.5 Europe Roll-ons Antiperspirant Production (2021-2032)
 - 1.3.6 Japan Roll-ons Antiperspirant Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Roll-ons Antiperspirant Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Roll-ons Antiperspirant Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Roll-ons Antiperspirant Demand (2021-2032)
- 2.2 World Roll-ons Antiperspirant Consumption by Region
 - 2.2.1 World Roll-ons Antiperspirant Consumption by Region (2021-2026)
 - 2.2.2 World Roll-ons Antiperspirant Consumption Forecast by Region (2027-2032)
- 2.3 United States Roll-ons Antiperspirant Consumption (2021-2032)
- 2.4 China Roll-ons Antiperspirant Consumption (2021-2032)
- 2.5 Europe Roll-ons Antiperspirant Consumption (2021-2032)
- 2.6 Japan Roll-ons Antiperspirant Consumption (2021-2032)
- 2.7 South Korea Roll-ons Antiperspirant Consumption (2021-2032)
- 2.8 ASEAN Roll-ons Antiperspirant Consumption (2021-2032)
- 2.9 India Roll-ons Antiperspirant Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Roll-ons Antiperspirant Production Value by Manufacturer (2021-2026)
- 3.2 World Roll-ons Antiperspirant Production by Manufacturer (2021-2026)

- 3.3 World Roll-ons Antiperspirant Average Price by Manufacturer (2021-2026)
- 3.4 Roll-ons Antiperspirant Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Roll-ons Antiperspirant Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Roll-ons Antiperspirant in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Roll-ons Antiperspirant in 2025
- 3.6 Roll-ons Antiperspirant Market: Overall Company Footprint Analysis
 - 3.6.1 Roll-ons Antiperspirant Market: Region Footprint
 - 3.6.2 Roll-ons Antiperspirant Market: Company Product Type Footprint
 - 3.6.3 Roll-ons Antiperspirant Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Roll-ons Antiperspirant Production Value Comparison
 - 4.1.1 United States VS China: Roll-ons Antiperspirant Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Roll-ons Antiperspirant Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Roll-ons Antiperspirant Production Comparison
 - 4.2.1 United States VS China: Roll-ons Antiperspirant Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Roll-ons Antiperspirant Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Roll-ons Antiperspirant Consumption Comparison
 - 4.3.1 United States VS China: Roll-ons Antiperspirant Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Roll-ons Antiperspirant Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Roll-ons Antiperspirant Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Roll-ons Antiperspirant Manufacturers, Headquarters and Production Site (States, Country)
 - 4.4.2 United States Based Manufacturers Roll-ons Antiperspirant Production Value

(2021-2026)

4.4.3 United States Based Manufacturers Roll-ons Antiperspirant Production

(2021-2026)

4.5 China Based Roll-ons Antiperspirant Manufacturers and Market Share

4.5.1 China Based Roll-ons Antiperspirant Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Roll-ons Antiperspirant Production Value (2021-2026)

4.5.3 China Based Manufacturers Roll-ons Antiperspirant Production (2021-2026)

4.6 Rest of World Based Roll-ons Antiperspirant Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Roll-ons Antiperspirant Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Roll-ons Antiperspirant Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Roll-ons Antiperspirant Production (2021-2026)

5 MARKET ANALYSIS BY ACTIVE INGREDIENT TYPE

5.1 World Roll-ons Antiperspirant Market Size Overview by Active Ingredient Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Active Ingredient Type

5.2.1 Aluminum Chlorohydrate Based

5.2.2 Aluminum Zirconium Based

5.2.3 Natural Mineral Based

5.2.4 Others

5.3 Market Segment by Active Ingredient Type

5.3.1 World Roll-ons Antiperspirant Production by Active Ingredient Type (2021-2032)

5.3.2 World Roll-ons Antiperspirant Production Value by Active Ingredient Type (2021-2032)

5.3.3 World Roll-ons Antiperspirant Average Price by Active Ingredient Type (2021-2032)

6 MARKET ANALYSIS BY APPLICATION TYPES

6.1 World Roll-ons Antiperspirant Market Size Overview by Application Types: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Application Types

- 6.2.1 Daily Personal Care
- 6.2.2 Sports And Fitness Use
- 6.2.3 Clinical Hyperhidrosis Control
- 6.2.4 Others

6.3 Market Segment by Application Types

- 6.3.1 World Roll-ons Antiperspirant Production by Application Types (2021-2032)
- 6.3.2 World Roll-ons Antiperspirant Production Value by Application Types (2021-2032)
- 6.3.3 World Roll-ons Antiperspirant Average Price by Application Types (2021-2032)

7 MARKET ANALYSIS BY END USER TYPE

7.1 World Roll-ons Antiperspirant Market Size Overview by End User Type: 2021 VS 2025 VS 2032

7.2 Segment Introduction by End User Type

- 7.2.1 Men
- 7.2.2 Women

7.3 Market Segment by End User Type

- 7.3.1 World Roll-ons Antiperspirant Production by End User Type (2021-2032)
- 7.3.2 World Roll-ons Antiperspirant Production Value by End User Type (2021-2032)
- 7.3.3 World Roll-ons Antiperspirant Average Price by End User Type (2021-2032)

8 MARKET ANALYSIS BY SALES CHANNEL

8.1 World Roll-ons Antiperspirant Market Size Overview by Sales Channel: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Sales Channel

- 8.2.1 Online Sales
- 8.2.2 Offline Sales

8.3 Market Segment by Sales Channel

- 8.3.1 World Roll-ons Antiperspirant Production by Sales Channel (2021-2032)
- 8.3.2 World Roll-ons Antiperspirant Production Value by Sales Channel (2021-2032)
- 8.3.3 World Roll-ons Antiperspirant Average Price by Sales Channel (2021-2032)

9 COMPANY PROFILES

9.1 Deonatulle

- 9.1.1 Deonatulle Details
- 9.1.2 Deonatulle Major Business

- 9.1.3 Deonatulle Roll-ons Antiperspirant Product and Services
- 9.1.4 Deonatulle Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.1.5 Deonatulle Recent Developments/Updates
- 9.1.6 Deonatulle Competitive Strengths & Weaknesses
- 9.2 Procter & Gamble
 - 9.2.1 Procter & Gamble Details
 - 9.2.2 Procter & Gamble Major Business
 - 9.2.3 Procter & Gamble Roll-ons Antiperspirant Product and Services
 - 9.2.4 Procter & Gamble Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.2.5 Procter & Gamble Recent Developments/Updates
 - 9.2.6 Procter & Gamble Competitive Strengths & Weaknesses
- 9.3 Unilever
 - 9.3.1 Unilever Details
 - 9.3.2 Unilever Major Business
 - 9.3.3 Unilever Roll-ons Antiperspirant Product and Services
 - 9.3.4 Unilever Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Unilever Recent Developments/Updates
 - 9.3.6 Unilever Competitive Strengths & Weaknesses
- 9.4 Beiersdorf
 - 9.4.1 Beiersdorf Details
 - 9.4.2 Beiersdorf Major Business
 - 9.4.3 Beiersdorf Roll-ons Antiperspirant Product and Services
 - 9.4.4 Beiersdorf Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Beiersdorf Recent Developments/Updates
 - 9.4.6 Beiersdorf Competitive Strengths & Weaknesses
- 9.5 Colgate-Palmolive
 - 9.5.1 Colgate-Palmolive Details
 - 9.5.2 Colgate-Palmolive Major Business
 - 9.5.3 Colgate-Palmolive Roll-ons Antiperspirant Product and Services
 - 9.5.4 Colgate-Palmolive Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Colgate-Palmolive Recent Developments/Updates
 - 9.5.6 Colgate-Palmolive Competitive Strengths & Weaknesses
- 9.6 Church & Dwight
 - 9.6.1 Church & Dwight Details

- 9.6.2 Church & Dwight Major Business
- 9.6.3 Church & Dwight Roll-ons Antiperspirant Product and Services
- 9.6.4 Church & Dwight Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.6.5 Church & Dwight Recent Developments/Updates
- 9.6.6 Church & Dwight Competitive Strengths & Weaknesses
- 9.7 Henkel
 - 9.7.1 Henkel Details
 - 9.7.2 Henkel Major Business
 - 9.7.3 Henkel Roll-ons Antiperspirant Product and Services
 - 9.7.4 Henkel Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Henkel Recent Developments/Updates
 - 9.7.6 Henkel Competitive Strengths & Weaknesses
- 9.8 Edgewell Personal Care
 - 9.8.1 Edgewell Personal Care Details
 - 9.8.2 Edgewell Personal Care Major Business
 - 9.8.3 Edgewell Personal Care Roll-ons Antiperspirant Product and Services
 - 9.8.4 Edgewell Personal Care Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Edgewell Personal Care Recent Developments/Updates
 - 9.8.6 Edgewell Personal Care Competitive Strengths & Weaknesses
- 9.9 Lion Corporation
 - 9.9.1 Lion Corporation Details
 - 9.9.2 Lion Corporation Major Business
 - 9.9.3 Lion Corporation Roll-ons Antiperspirant Product and Services
 - 9.9.4 Lion Corporation Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Lion Corporation Recent Developments/Updates
 - 9.9.6 Lion Corporation Competitive Strengths & Weaknesses
- 9.10 Adidas
 - 9.10.1 Adidas Details
 - 9.10.2 Adidas Major Business
 - 9.10.3 Adidas Roll-ons Antiperspirant Product and Services
 - 9.10.4 Adidas Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Adidas Recent Developments/Updates
 - 9.10.6 Adidas Competitive Strengths & Weaknesses
- 9.11 L'Oréal Group

- 9.11.1 L'Oréal Group Details
- 9.11.2 L'Oréal Group Major Business
- 9.11.3 L'Oréal Group Roll-ons Antiperspirant Product and Services
- 9.11.4 L'Oréal Group Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.11.5 L'Oréal Group Recent Developments/Updates
- 9.11.6 L'Oréal Group Competitive Strengths & Weaknesses
- 9.12 Reckitt
 - 9.12.1 Reckitt Details
 - 9.12.2 Reckitt Major Business
 - 9.12.3 Reckitt Roll-ons Antiperspirant Product and Services
 - 9.12.4 Reckitt Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Reckitt Recent Developments/Updates
 - 9.12.6 Reckitt Competitive Strengths & Weaknesses
- 9.13 Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics
 - 9.13.1 Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Details
 - 9.13.2 Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Major Business
 - 9.13.3 Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Roll-ons Antiperspirant Product and Services
 - 9.13.4 Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Recent Developments/Updates
 - 9.13.6 Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Competitive Strengths & Weaknesses
- 9.14 LVMH Fresh
 - 9.14.1 LVMH Fresh Details
 - 9.14.2 LVMH Fresh Major Business
 - 9.14.3 LVMH Fresh Roll-ons Antiperspirant Product and Services
 - 9.14.4 LVMH Fresh Roll-ons Antiperspirant Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 LVMH Fresh Recent Developments/Updates
 - 9.14.6 LVMH Fresh Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Roll-ons Antiperspirant Industry Chain
- 10.2 Roll-ons Antiperspirant Upstream Analysis

- 10.2.1 Roll-ons Antiperspirant Core Raw Materials
- 10.2.2 Main Manufacturers of Roll-ons Antiperspirant Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Roll-ons Antiperspirant Production Mode
- 10.6 Roll-ons Antiperspirant Procurement Model
- 10.7 Roll-ons Antiperspirant Industry Sales Model and Sales Channels
 - 10.7.1 Roll-ons Antiperspirant Sales Model
 - 10.7.2 Roll-ons Antiperspirant Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Roll-ons Antiperspirant Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Roll-ons Antiperspirant Production Value by Region (2021-2026) & (USD Million)

Table 3. World Roll-ons Antiperspirant Production Value by Region (2027-2032) & (USD Million)

Table 4. World Roll-ons Antiperspirant Production Value Market Share by Region (2021-2026)

Table 5. World Roll-ons Antiperspirant Production Value Market Share by Region (2027-2032)

Table 6. World Roll-ons Antiperspirant Production by Region (2021-2026) & (K Units)

Table 7. World Roll-ons Antiperspirant Production by Region (2027-2032) & (K Units)

Table 8. World Roll-ons Antiperspirant Production Market Share by Region (2021-2026)

Table 9. World Roll-ons Antiperspirant Production Market Share by Region (2027-2032)

Table 10. World Roll-ons Antiperspirant Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Roll-ons Antiperspirant Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Roll-ons Antiperspirant Major Market Trends

Table 13. World Roll-ons Antiperspirant Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Roll-ons Antiperspirant Consumption by Region (2021-2026) & (K Units)

Table 15. World Roll-ons Antiperspirant Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Roll-ons Antiperspirant Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Roll-ons Antiperspirant Producers in 2025

Table 18. World Roll-ons Antiperspirant Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Roll-ons Antiperspirant Producers in 2025

Table 20. World Roll-ons Antiperspirant Average Price by Manufacturer (2021-2026) &

(US\$/Unit)

Table 21. Global Roll-ons Antiperspirant Company Evaluation Quadrant

Table 22. World Roll-ons Antiperspirant Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Roll-ons Antiperspirant Production Site of Key Manufacturer

Table 24. Roll-ons Antiperspirant Market: Company Product Type Footprint

Table 25. Roll-ons Antiperspirant Market: Company Product Application Footprint

Table 26. Roll-ons Antiperspirant Competitive Factors

Table 27. Roll-ons Antiperspirant New Entrant and Capacity Expansion Plans

Table 28. Roll-ons Antiperspirant Mergers & Acquisitions Activity

Table 29. United States VS China Roll-ons Antiperspirant Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Roll-ons Antiperspirant Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Roll-ons Antiperspirant Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Roll-ons Antiperspirant Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Roll-ons Antiperspirant Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Roll-ons Antiperspirant Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Roll-ons Antiperspirant Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Roll-ons Antiperspirant Production Market Share (2021-2026)

Table 37. China Based Roll-ons Antiperspirant Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Roll-ons Antiperspirant Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Roll-ons Antiperspirant Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Roll-ons Antiperspirant Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Roll-ons Antiperspirant Production Market Share (2021-2026)

Table 42. Rest of World Based Roll-ons Antiperspirant Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Roll-ons Antiperspirant Production

Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Roll-ons Antiperspirant Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Roll-ons Antiperspirant Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Roll-ons Antiperspirant Production Market Share (2021-2026)

Table 47. World Roll-ons Antiperspirant Production Value by Active Ingredient Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Roll-ons Antiperspirant Production by Active Ingredient Type (2021-2026) & (K Units)

Table 49. World Roll-ons Antiperspirant Production by Active Ingredient Type (2027-2032) & (K Units)

Table 50. World Roll-ons Antiperspirant Production Value by Active Ingredient Type (2021-2026) & (USD Million)

Table 51. World Roll-ons Antiperspirant Production Value by Active Ingredient Type (2027-2032) & (USD Million)

Table 52. World Roll-ons Antiperspirant Average Price by Active Ingredient Type (2021-2026) & (US\$/Unit)

Table 53. World Roll-ons Antiperspirant Average Price by Active Ingredient Type (2027-2032) & (US\$/Unit)

Table 54. World Roll-ons Antiperspirant Production Value by Application Types, (USD Million), 2021 & 2025 & 2032

Table 55. World Roll-ons Antiperspirant Production by Application Types (2021-2026) & (K Units)

Table 56. World Roll-ons Antiperspirant Production by Application Types (2027-2032) & (K Units)

Table 57. World Roll-ons Antiperspirant Production Value by Application Types (2021-2026) & (USD Million)

Table 58. World Roll-ons Antiperspirant Production Value by Application Types (2027-2032) & (USD Million)

Table 59. World Roll-ons Antiperspirant Average Price by Application Types (2021-2026) & (US\$/Unit)

Table 60. World Roll-ons Antiperspirant Average Price by Application Types (2027-2032) & (US\$/Unit)

Table 61. World Roll-ons Antiperspirant Production Value by End User Type, (USD Million), 2021 & 2025 & 2032

Table 62. World Roll-ons Antiperspirant Production by End User Type (2021-2026) & (K Units)

Table 63. World Roll-ons Antiperspirant Production by End User Type (2027-2032) & (K Units)

Table 64. World Roll-ons Antiperspirant Production Value by End User Type (2021-2026) & (USD Million)

Table 65. World Roll-ons Antiperspirant Production Value by End User Type (2027-2032) & (USD Million)

Table 66. World Roll-ons Antiperspirant Average Price by End User Type (2021-2026) & (US\$/Unit)

Table 67. World Roll-ons Antiperspirant Average Price by End User Type (2027-2032) & (US\$/Unit)

Table 68. World Roll-ons Antiperspirant Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Table 69. World Roll-ons Antiperspirant Production by Sales Channel (2021-2026) & (K Units)

Table 70. World Roll-ons Antiperspirant Production by Sales Channel (2027-2032) & (K Units)

Table 71. World Roll-ons Antiperspirant Production Value by Sales Channel (2021-2026) & (USD Million)

Table 72. World Roll-ons Antiperspirant Production Value by Sales Channel (2027-2032) & (USD Million)

Table 73. World Roll-ons Antiperspirant Average Price by Sales Channel (2021-2026) & (US\$/Unit)

Table 74. World Roll-ons Antiperspirant Average Price by Sales Channel (2027-2032) & (US\$/Unit)

Table 75. Deonatulle Basic Information, Manufacturing Base and Competitors

Table 76. Deonatulle Major Business

Table 77. Deonatulle Roll-ons Antiperspirant Product and Services

Table 78. Deonatulle Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Deonatulle Recent Developments/Updates

Table 80. Deonatulle Competitive Strengths & Weaknesses

Table 81. Procter & Gamble Basic Information, Manufacturing Base and Competitors

Table 82. Procter & Gamble Major Business

Table 83. Procter & Gamble Roll-ons Antiperspirant Product and Services

Table 84. Procter & Gamble Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Procter & Gamble Recent Developments/Updates

Table 86. Procter & Gamble Competitive Strengths & Weaknesses

Table 87. Unilever Basic Information, Manufacturing Base and Competitors
Table 88. Unilever Major Business
Table 89. Unilever Roll-ons Antiperspirant Product and Services
Table 90. Unilever Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 91. Unilever Recent Developments/Updates
Table 92. Unilever Competitive Strengths & Weaknesses
Table 93. Beiersdorf Basic Information, Manufacturing Base and Competitors
Table 94. Beiersdorf Major Business
Table 95. Beiersdorf Roll-ons Antiperspirant Product and Services
Table 96. Beiersdorf Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Beiersdorf Recent Developments/Updates
Table 98. Beiersdorf Competitive Strengths & Weaknesses
Table 99. Colgate-Palmolive Basic Information, Manufacturing Base and Competitors
Table 100. Colgate-Palmolive Major Business
Table 101. Colgate-Palmolive Roll-ons Antiperspirant Product and Services
Table 102. Colgate-Palmolive Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. Colgate-Palmolive Recent Developments/Updates
Table 104. Colgate-Palmolive Competitive Strengths & Weaknesses
Table 105. Church & Dwight Basic Information, Manufacturing Base and Competitors
Table 106. Church & Dwight Major Business
Table 107. Church & Dwight Roll-ons Antiperspirant Product and Services
Table 108. Church & Dwight Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. Church & Dwight Recent Developments/Updates
Table 110. Church & Dwight Competitive Strengths & Weaknesses
Table 111. Henkel Basic Information, Manufacturing Base and Competitors
Table 112. Henkel Major Business
Table 113. Henkel Roll-ons Antiperspirant Product and Services
Table 114. Henkel Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. Henkel Recent Developments/Updates
Table 116. Henkel Competitive Strengths & Weaknesses
Table 117. Edgewell Personal Care Basic Information, Manufacturing Base and Competitors

Table 118. Edgewell Personal Care Major Business

Table 119. Edgewell Personal Care Roll-ons Antiperspirant Product and Services

Table 120. Edgewell Personal Care Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Edgewell Personal Care Recent Developments/Updates

Table 122. Edgewell Personal Care Competitive Strengths & Weaknesses

Table 123. Lion Corporation Basic Information, Manufacturing Base and Competitors

Table 124. Lion Corporation Major Business

Table 125. Lion Corporation Roll-ons Antiperspirant Product and Services

Table 126. Lion Corporation Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Lion Corporation Recent Developments/Updates

Table 128. Lion Corporation Competitive Strengths & Weaknesses

Table 129. Adidas Basic Information, Manufacturing Base and Competitors

Table 130. Adidas Major Business

Table 131. Adidas Roll-ons Antiperspirant Product and Services

Table 132. Adidas Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Adidas Recent Developments/Updates

Table 134. Adidas Competitive Strengths & Weaknesses

Table 135. L'Oréal Group Basic Information, Manufacturing Base and Competitors

Table 136. L'Oréal Group Major Business

Table 137. L'Oréal Group Roll-ons Antiperspirant Product and Services

Table 138. L'Oréal Group Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. L'Oréal Group Recent Developments/Updates

Table 140. L'Oréal Group Competitive Strengths & Weaknesses

Table 141. Reckitt Basic Information, Manufacturing Base and Competitors

Table 142. Reckitt Major Business

Table 143. Reckitt Roll-ons Antiperspirant Product and Services

Table 144. Reckitt Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Reckitt Recent Developments/Updates

Table 146. Reckitt Competitive Strengths & Weaknesses

Table 147. Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Basic Information, Manufacturing Base and Competitors

Table 148. Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Major Business

Table 149. Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Roll-ons
Antiperspirant Product and Services

Table 150. Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Roll-ons
Antiperspirant Production (K Units), Price (US\$/Unit), Production Value (USD Million),
Gross Margin and Market Share (2021-2026)

Table 151. Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Recent
Developments/Updates

Table 152. Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics Competitive
Strengths & Weaknesses

Table 153. LVMH Fresh Basic Information, Manufacturing Base and Competitors

Table 154. LVMH Fresh Major Business

Table 155. LVMH Fresh Roll-ons Antiperspirant Product and Services

Table 156. LVMH Fresh Roll-ons Antiperspirant Production (K Units), Price (US\$/Unit),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. LVMH Fresh Recent Developments/Updates

Table 158. LVMH Fresh Competitive Strengths & Weaknesses

Table 159. Global Key Players of Roll-ons Antiperspirant Upstream (Raw Materials)

Table 160. Global Roll-ons Antiperspirant Typical Customers

Table 161. Roll-ons Antiperspirant Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Roll-ons Antiperspirant Picture

Figure 2. World Roll-ons Antiperspirant Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Roll-ons Antiperspirant Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Roll-ons Antiperspirant Production (2021-2032) & (K Units)

Figure 5. World Roll-ons Antiperspirant Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Roll-ons Antiperspirant Production Value Market Share by Region (2021-2032)

Figure 7. World Roll-ons Antiperspirant Production Market Share by Region (2021-2032)

Figure 8. North America Roll-ons Antiperspirant Production (2021-2032) & (K Units)

Figure 9. Europe Roll-ons Antiperspirant Production (2021-2032) & (K Units)

Figure 10. Japan Roll-ons Antiperspirant Production (2021-2032) & (K Units)

Figure 11. Roll-ons Antiperspirant Market Drivers

Figure 12. Factors Affecting Demand

Figure 13. World Roll-ons Antiperspirant Consumption (2021-2032) & (K Units)

Figure 14. World Roll-ons Antiperspirant Consumption Market Share by Region (2021-2032)

Figure 15. United States Roll-ons Antiperspirant Consumption (2021-2032) & (K Units)

Figure 16. China Roll-ons Antiperspirant Consumption (2021-2032) & (K Units)

Figure 17. Europe Roll-ons Antiperspirant Consumption (2021-2032) & (K Units)

Figure 18. Japan Roll-ons Antiperspirant Consumption (2021-2032) & (K Units)

Figure 19. South Korea Roll-ons Antiperspirant Consumption (2021-2032) & (K Units)

Figure 20. ASEAN Roll-ons Antiperspirant Consumption (2021-2032) & (K Units)

Figure 21. India Roll-ons Antiperspirant Consumption (2021-2032) & (K Units)

Figure 22. Producer Shipments of Roll-ons Antiperspirant by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 23. Global Four-firm Concentration Ratios (CR4) for Roll-ons Antiperspirant Markets in 2025

Figure 24. Global Four-firm Concentration Ratios (CR8) for Roll-ons Antiperspirant Markets in 2025

Figure 25. United States VS China: Roll-ons Antiperspirant Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 26. United States VS China: Roll-ons Antiperspirant Production Market Share

Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Roll-ons Antiperspirant Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States Based Manufacturers Roll-ons Antiperspirant Production Market Share 2025

Figure 29. China Based Manufacturers Roll-ons Antiperspirant Production Market Share 2025

Figure 30. Rest of World Based Manufacturers Roll-ons Antiperspirant Production Market Share 2025

Figure 31. World Roll-ons Antiperspirant Production Value by Active Ingredient Type, (USD Million), 2021 & 2025 & 2032

Figure 32. World Roll-ons Antiperspirant Production Value Market Share by Active Ingredient Type in 2025

Figure 33. Aluminum Chlorohydrate Based

Figure 34. Aluminum Zirconium Based

Figure 35. Natural Mineral Based

Figure 36. Others

Figure 37. World Roll-ons Antiperspirant Production Market Share by Active Ingredient Type (2021-2032)

Figure 38. World Roll-ons Antiperspirant Production Value Market Share by Active Ingredient Type (2021-2032)

Figure 39. World Roll-ons Antiperspirant Average Price by Active Ingredient Type (2021-2032) & (US\$/Unit)

Figure 40. World Roll-ons Antiperspirant Production Value by Application Types, (USD Million), 2021 & 2025 & 2032

Figure 41. World Roll-ons Antiperspirant Production Value Market Share by Application Types in 2025

Figure 42. Daily Personal Care

Figure 43. Sports And Fitness Use

Figure 44. Clinical Hyperhidrosis Control

Figure 45. Others

Figure 46. World Roll-ons Antiperspirant Production Market Share by Application Types (2021-2032)

Figure 47. World Roll-ons Antiperspirant Production Value Market Share by Application Types (2021-2032)

Figure 48. World Roll-ons Antiperspirant Average Price by Application Types (2021-2032) & (US\$/Unit)

Figure 49. World Roll-ons Antiperspirant Production Value by End User Type, (USD Million), 2021 & 2025 & 2032

Figure 50. World Roll-ons Antiperspirant Production Value Market Share by End User Type in 2025

Figure 51. Men

Figure 52. Women

Figure 53. World Roll-ons Antiperspirant Production Market Share by End User Type (2021-2032)

Figure 54. World Roll-ons Antiperspirant Production Value Market Share by End User Type (2021-2032)

Figure 55. World Roll-ons Antiperspirant Average Price by End User Type (2021-2032) & (US\$/Unit)

Figure 56. World Roll-ons Antiperspirant Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Figure 57. World Roll-ons Antiperspirant Production Value Market Share by Sales Channel in 2025

Figure 58. Online Sales

Figure 59. Offline Sales

Figure 60. World Roll-ons Antiperspirant Production Market Share by Sales Channel (2021-2032)

Figure 61. World Roll-ons Antiperspirant Production Value Market Share by Sales Channel (2021-2032)

Figure 62. World Roll-ons Antiperspirant Average Price by Sales Channel (2021-2032) & (US\$/Unit)

Figure 63. Roll-ons Antiperspirant Industry Chain

Figure 64. Roll-ons Antiperspirant Procurement Model

Figure 65. Roll-ons Antiperspirant Sales Model

Figure 66. Roll-ons Antiperspirant Sales Channels, Direct Sales, and Distribution

Figure 67. Methodology

Figure 68. Research Process and Data Source

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