

Global Underarm Antiperspirant Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Underarm Antiperspirant market size is expected to reach \$ 1238 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

Underarm Antiperspirant is a personal care product formulated with active ingredients such as aluminum-based salts to temporarily reduce or block sweat gland activity in the underarm area, thereby controlling perspiration and minimizing body odor for hygiene, comfort, and cosmetic purposes.

The underarm antiperspirant industry chain includes upstream suppliers of aluminum salts, fragrance compounds, alcohols, emulsifiers, propellants, and packaging materials such as plastic containers, aerosol cans, and applicator components; midstream consists of personal care manufacturers, formulation developers, and contract manufacturing organizations that blend active ingredients with carriers, stabilize emulsions, and produce sticks, sprays, roll-ons, gels, and creams under strict dermatological and safety standards; downstream includes retail pharmacies, supermarkets, convenience stores, e-commerce platforms, and personal care distributors serving end users such as men, women, and teenagers, while global logistics networks ensure distribution across developed and emerging consumer markets worldwide.

Global underarm antiperspirant projects under construction and planned are concentrated in North America, Europe, and Asia-Pacific, focusing on expanding deodorant and personal care production capacity, upgrading aerosol filling lines, and developing natural and aluminum-free formulation facilities; major personal care companies are investing in green chemistry R&D centers, fragrance innovation labs, and sustainable packaging manufacturing plants; digitalization projects integrate automated filling systems, AI-driven fragrance design, and smart quality inspection

technologies; sustainability initiatives emphasize recyclable packaging, low-carbon propellants, and biodegradable ingredients; emerging market expansions target Southeast Asia, Latin America, and Africa, where rising hygiene awareness and urbanization are driving strong demand growth globally.

Global Market Sales Volume: 260 Million Units, Average Global Market Price: USD 3.2 Per Unit, Market Average Gross Profit Margin: 55%.

The underarm antiperspirant market is expanding steadily, driven by increasing global hygiene awareness and urban lifestyle adoption. Demand is shifting toward convenient liquid formats such as roll-on and spray products measured in milliliters. Consumers increasingly prefer travel-size and refillable packaging options due to portability and sustainability concerns.

Asia-Pacific is the fastest-growing region, supported by rising middle-class consumption and hot climate conditions. North America and Europe remain mature markets with strong demand for premium and dermatologically tested products.

Major global players such as Unilever, Procter & Gamble, Beiersdorf, L'Oréal, and Colgate-Palmolive dominate the competitive landscape. Competition is driven by fragrance innovation, skin sensitivity positioning, and brand strength.

E-commerce channels are accelerating product accessibility and brand diversification. Product innovation is focused on alcohol-free, sensitive-skin, and aluminum-reduced formulations. Private label brands are expanding rapidly in price-sensitive markets. Sustainability trends are pushing refill systems and recyclable packaging adoption. However, regulatory scrutiny on aluminum-based ingredients presents ongoing risk. Raw material price fluctuations also affect production margins.

Overall, the market is transitioning from basic odor control solutions to advanced, skincare-oriented, and environmentally conscious personal care systems.

This report studies the global Underarm Antiperspirant production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

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

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

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

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

U.S. VS China: Underarm Antiperspirant domestic production, consumption, key domestic manufacturers and share

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

Global Underarm Antiperspirant production by Product Form Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

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

This report profiles key players in the global Underarm 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 Underarm 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 Product Form 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 Underarm Antiperspirant Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Underarm Antiperspirant Market, Segmentation by Product Form Type:

Stick

Roll On

Spray

Gel

Cream

Wipe

Others

Global Underarm Antiperspirant Market, Segmentation by Active Ingredient Type:

Aluminum Chlorohydrate Based

Aluminum Zirconium Based

Natural Mineral Based

Others

Global Underarm Antiperspirant Market, Segmentation by End User Type:

Men

Women

Global Underarm 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 Underarm Antiperspirant market?
2. What is the demand of the global Underarm Antiperspirant market?
3. What is the year over year growth of the global Underarm Antiperspirant market?
4. What is the production and production value of the global Underarm Antiperspirant market?
5. Who are the key producers in the global Underarm Antiperspirant market?
6. What are the growth factors driving the market demand?

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