

# Deodorants Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global deodorants market size reached US\$ 27.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 35.9 Billion by 2028, exhibiting a growth rate (CAGR) of 4.6% during 2022-2028.

A deodorant refers to a personal grooming product used for preventing or removing body odor. It minimizes the odor originating from the bacterial breakdown and perspiration in feet, armpits and other parts of the body. Deodorants consist of various anti-microbial agents, fragrances and alcohol-based carriers to prevent bacterial breakdown and control the production of sweat. They are commonly available in the form of aerosol, sprays, gels, roll-ons, wipes and sticks, which are stored in cans, plastic containers and hollow tubes. They are also used for minimizing various skin-related issues, such as itching, skin rashes and redness.

The increasing demand for personal grooming products, along with the rise in female workforce participation, represents one of the key factors driving the growth of the market. Furthermore, the rising demand for novel and innovative fragrances and scented products among the masses, especially amidst millennials, is creating a positive outlook for the market. Various product innovations, such as the development of natural and aluminum-free deodorants, are acting as other growth-inducing factors. These variants are manufactured using organic ingredients, such as activated charcoal, baking soda, coconut oil, essential oils and floral extracts, and use aesthetically appealing green packaging to attract a wider consumer base. In line with this, aggressive promotional activities by the manufacturers through various social media platforms and the proliferation of e-commerce retail channels, are also contributing to the market growth. Other factors, including rising expenditure capacities of the consumers, along with rapid urbanization across the globe, are anticipated to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global deodorants market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, distribution channel and packaging type.

**Breakup by Product Type:**

Sprays

Roll-On

Creams

Gels

Wipes

Sticks

Others

**Breakup by Distribution Channel:**

Supermarkets and Hypermarkets

Convenience Stores

Pharmacies

Online Stores

Others

**Breakup by Packaging Type:**

Metal

Plastic

Others

**Breakup by Region:**

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adidas AG, Avon Products Inc. (Natura & Co.), Beiersdorf AG (maxingvest ag), Cavinkare Private Limited, Church & Dwight Co. Inc., Colgate-Palmolive Company, Est?e Lauder Companies, Godrej Consumer Products Limited, Henkel AG & Co. KGaA, Lion Corporation, L'Or?al, The Procter & Gamble Company and Unilever Plc.

Key Questions Answered in This Report:

How has the global deodorants market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global deodorants market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the packaging type?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global deodorants market and who are the key players?

What is the degree of competition in the industry?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL DEODORANTS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### 6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Sprays
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Roll-On
  - 6.2.1 Market Trends

- 6.2.2 Market Forecast
- 6.3 Creams
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast
- 6.4 Gels
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Wipes
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast
- 6.6 Sticks
  - 6.6.1 Market Trends
  - 6.6.2 Market Forecast
- 6.7 Others
  - 6.7.1 Market Trends
  - 6.7.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 7.1 Supermarkets and Hypermarkets
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Convenience Stores
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Pharmacies
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Online Stores
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Others
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY PACKAGING TYPE**

- 8.1 Metal
  - 8.1.1 Market Trends

- 8.1.2 Market Forecast
- 8.2 Plastic
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Others
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

- 9.1 North America
  - 9.1.1 United States
    - 9.1.1.1 Market Trends
    - 9.1.1.2 Market Forecast
  - 9.1.2 Canada
    - 9.1.2.1 Market Trends
    - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
  - 9.2.1 China
    - 9.2.1.1 Market Trends
    - 9.2.1.2 Market Forecast
  - 9.2.2 Japan
    - 9.2.2.1 Market Trends
    - 9.2.2.2 Market Forecast
  - 9.2.3 India
    - 9.2.3.1 Market Trends
    - 9.2.3.2 Market Forecast
  - 9.2.4 South Korea
    - 9.2.4.1 Market Trends
    - 9.2.4.2 Market Forecast
  - 9.2.5 Australia
    - 9.2.5.1 Market Trends
    - 9.2.5.2 Market Forecast
  - 9.2.6 Indonesia
    - 9.2.6.1 Market Trends
    - 9.2.6.2 Market Forecast
  - 9.2.7 Others
    - 9.2.7.1 Market Trends
    - 9.2.7.2 Market Forecast

## 9.3 Europe

### 9.3.1 Germany

#### 9.3.1.1 Market Trends

#### 9.3.1.2 Market Forecast

### 9.3.2 France

#### 9.3.2.1 Market Trends

#### 9.3.2.2 Market Forecast

### 9.3.3 United Kingdom

#### 9.3.3.1 Market Trends

#### 9.3.3.2 Market Forecast

### 9.3.4 Italy

#### 9.3.4.1 Market Trends

#### 9.3.4.2 Market Forecast

### 9.3.5 Spain

#### 9.3.5.1 Market Trends

#### 9.3.5.2 Market Forecast

### 9.3.6 Russia

#### 9.3.6.1 Market Trends

#### 9.3.6.2 Market Forecast

### 9.3.7 Others

#### 9.3.7.1 Market Trends

#### 9.3.7.2 Market Forecast

## 9.4 Latin America

### 9.4.1 Brazil

#### 9.4.1.1 Market Trends

#### 9.4.1.2 Market Forecast

### 9.4.2 Mexico

#### 9.4.2.1 Market Trends

#### 9.4.2.2 Market Forecast

### 9.4.3 Others

#### 9.4.3.1 Market Trends

#### 9.4.3.2 Market Forecast

## 9.5 Middle East and Africa

### 9.5.1 Market Trends

### 9.5.2 Market Breakup by Country

### 9.5.3 Market Forecast

## 10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
  - 14.3.1 Adidas AG
    - 14.3.1.1 Company Overview
    - 14.3.1.2 Product Portfolio
    - 14.3.1.3 Financials
    - 14.3.1.4 SWOT Analysis
  - 14.3.2 Avon Products Inc. (Natura & Co.)
    - 14.3.2.1 Company Overview
    - 14.3.2.2 Product Portfolio
  - 14.3.3 Beiersdorf AG (maxingvest ag)
    - 14.3.3.1 Company Overview
    - 14.3.3.2 Product Portfolio
    - 14.3.3.3 Financials
    - 14.3.3.4 SWOT Analysis



- 14.3.4 Cavinkare Private Limited
  - 14.3.4.1 Company Overview
  - 14.3.4.2 Product Portfolio
- 14.3.5 Church & Dwight Co. Inc.
  - 14.3.5.1 Company Overview
  - 14.3.5.2 Product Portfolio
  - 14.3.5.3 Financials
  - 14.3.5.4 SWOT Analysis
- 14.3.6 Colgate-Palmolive Company
  - 14.3.6.1 Company Overview
  - 14.3.6.2 Product Portfolio
  - 14.3.6.3 Financials
  - 14.3.6.4 SWOT Analysis
- 14.3.7 Est?e Lauder Companies
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio
  - 14.3.7.3 Financials
  - 14.3.7.4 SWOT Analysis
- 14.3.8 Godrej Consumer Products Limited
  - 14.3.8.1 Company Overview
  - 14.3.8.2 Product Portfolio
  - 14.3.8.3 Financials
- 14.3.9 Henkel AG & Co. KGaA
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
  - 14.3.9.3 Financials
  - 14.3.9.4 SWOT Analysis
- 14.3.10 Lion Corporation
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
  - 14.3.10.3 Financials
  - 14.3.10.4 SWOT Analysis
- 14.3.11 L'Or?al
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio
  - 14.3.11.3 Financials
  - 14.3.11.4 SWOT Analysis
- 14.3.12 The Procter & Gamble Company
  - 14.3.12.1 Company Overview

- 14.3.12.2 Product Portfolio
- 14.3.12.3 Financials
- 14.3.12.4 SWOT Analysis
- 14.3.13 Unilever Plc
  - 14.3.13.1 Company Overview
  - 14.3.13.2 Product Portfolio
  - 14.3.13.3 Financials

## List Of Tables

### LIST OF TABLES

Table 1: Global: Deodorants Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Deodorants Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Deodorants Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Deodorants Market Forecast: Breakup by Packaging Type (in Million US\$), 2023-2028

Table 5: Global: Deodorants Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Deodorants Market: Competitive Structure

Table 7: Global: Deodorants Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Deodorants Market: Major Drivers and Challenges

Figure 2: Global: Deodorants Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Deodorants Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Deodorants Market: Breakup by Product Type (in %), 2022

Figure 5: Global: Deodorants Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Deodorants Market: Breakup by Packaging Type (in %), 2022

Figure 7: Global: Deodorants Market: Breakup by Region (in %), 2022

Figure 8: Global: Deodorants (Sprays) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Deodorants (Sprays) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Deodorants (Roll-On) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Deodorants (Roll-On) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Deodorants (Creams) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Deodorants (Creams) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Deodorants (Gels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Deodorants (Gels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Deodorants (Wipes) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Deodorants (Wipes) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Deodorants (Sticks) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Deodorants (Sticks) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Deodorants (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Deodorants (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Deodorants (Supermarkets and Hypermarkets) Market: Sales Value

(in Million US\$), 2017 & 2022

Figure 23: Global: Deodorants (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Deodorants (Convenience Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Deodorants (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Deodorants (Pharmacies) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Deodorants (Pharmacies) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Deodorants (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Deodorants (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Deodorants (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Deodorants (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Deodorants (Metal) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Deodorants (Metal) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Global: Deodorants (Plastic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Global: Deodorants (Plastic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Global: Deodorants (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Global: Deodorants (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: North America: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: North America: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: United States: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: United States: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Canada: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Canada: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 44: Asia-Pacific: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Asia-Pacific: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 46: China: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: China: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Japan: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Japan: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 50: India: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: India: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: South Korea: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: South Korea: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 54: Australia: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Australia: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 56: Indonesia: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Indonesia: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 58: Others: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Others: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 60: Europe: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Europe: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 62: Germany: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Germany: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 64: France: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: France: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 66: United Kingdom: Deodorants Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 67: United Kingdom: Deodorants Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 68: Italy: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022

- Figure 69: Italy: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 70: Spain: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 71: Spain: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 72: Russia: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 73: Russia: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 74: Others: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 75: Others: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 76: Latin America: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 77: Latin America: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 78: Brazil: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 79: Brazil: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 80: Mexico: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 81: Mexico: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 82: Others: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 83: Others: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 84: Middle East and Africa: Deodorants Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 85: Middle East and Africa: Deodorants Market: Breakup by Country (in %), 2022
- Figure 86: Middle East and Africa: Deodorants Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 87: Global: Deodorants Industry: SWOT Analysis
- Figure 88: Global: Deodorants Industry: Value Chain Analysis
- Figure 89: Global: Deodorants Industry: Porter's Five Forces Analysis

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