

Global Men's Deodorant Market Growth 2026-2032

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Abstracts

The global Men's Deodorant market size is predicted to grow from US\$ 10232 million in 2025 to US\$ 13998 million in 2032; it is expected to grow at a CAGR of 4.7% from 2026 to 2032.

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.

LP Information, Inc. (LPI) ' newest research report, the 'Men's Deodorant Industry Forecast' looks at past sales and reviews total world Men's Deodorant sales in 2025, providing a comprehensive analysis by region and market sector of projected Men's Deodorant sales for 2026 through 2032. With Men's Deodorant sales broken down by

region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Men's Deodorant industry.

This Insight Report provides a comprehensive analysis of the global Men's Deodorant landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Men's Deodorant portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Men's Deodorant market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Men's Deodorant and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Men's Deodorant.

This report presents a comprehensive overview, market shares, and growth opportunities of Men's Deodorant market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Stick

Gel

Roll-On

Spray/Aerosol

Others

Segmentation by Function:

Antiperspirant

Deodorant

Others

Segmentation by Ingredient:

Traditional Type

Natural Type

Others

Segmentation by Application:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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

Key Questions Addressed in this Report

What is the 10-year outlook for the global Men's Deodorant market?

What factors are driving Men's Deodorant market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Men's Deodorant market opportunities vary by end market size?

How does Men's Deodorant break out by Type, by Application?

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