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Global Underarm Antiperspirant Market Growth 2026-2032

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Abstracts

The global Underarm Antiperspirant market size is predicted to grow from US$ 841 million in 2025 to US$ 1198 million in 2032; it is expected to grow at a CAGR of 5.2% from 2026 to 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,

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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'Or?al, 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.

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

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provides a detailed analysis in US$ millions of the world Underarm Antiperspirant industry.

This Insight Report provides a comprehensive analysis of the global Underarm Antiperspirant 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 Underarm Antiperspirant portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Underarm Antiperspirant market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Underarm Antiperspirant and breaks down the forecast by Product Form Type, by Sales Channel, 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 Underarm Antiperspirant.

This report presents a comprehensive overview, market shares, and growth opportunities of Underarm Antiperspirant market by product type, application, key manufacturers and key regions and countries.

Segmentation by Product Form Type:

Stick

Roll On

Spray

Gel

Cream

Wipe

Others

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Segmentation by Active Ingredient Type:

Aluminum Chlorohydrate Based

Aluminum Zirconium Based

Natural Mineral Based

Others

Segmentation by End User Type:

Men

Women

Segmentation by Sales Channel:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

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APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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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.

Deonatulle

Procter & Gamble

Unilever

Beiersdorf

Colgate-Palmolive

Church & Dwight

Henkel

Edgewell Personal Care

Lion Corporation

Adidas

L’Or?al Group

Reckitt

Thomas Brunner Hygiene GmbH, GB syNeo Cosmetics

LVMH Fresh

Key Questions Addressed in this Report

What is the 10-year outlook for the global Underarm Antiperspirant market?

What factors are driving Underarm Antiperspirant market growth, globally and by

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region?

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

How do Underarm Antiperspirant market opportunities vary by end market size?

How does Underarm Antiperspirant break out by Product Form Type, by Sales Channel?

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