

Organic Deodorant Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Spray, Stick & Roll-On), By End User (Male, Female, Unisex), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online, Pharmacies, Non-Retail Stores), By Region, Competition

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Abstracts

The global organic deodorant market is witnessing high growth owing to rising awareness among consumers regarding the health benefits related with organic deodorants. Moreover, the rising preference among consumers for chemical free products in different countries is further boosting the market growth.

The term 'organic deodorant' refers to a category of deodorants that can be used to reduce body odor and are formulated from compounds taken from natural components. There are several different types of these deodorants, including sticks, pastes, bars, and sprays. These items are made with organic materials such as baking soda, tea tree oil, activated charcoal, vitamin E oil, corn starch, coconut oil, clay, aloe vera, and more. They even offer oils made from herbs and fruits such as orange, lemongrass, lavender, and peppermint that can be used to reduce sweat and odor.

Changes in lifestyle and an increase in the standard of living are the results of the expansion of the global economy and the rise in the number of dual-income households. Accordingly, it is anticipated that these characteristics will encourage market expansion. A key part of raising consumer awareness of the advantages of products is also being played by the expanding promotional campaigns for cosmetic and fragrance items in print, broadcast, and online media.

Increasing Awareness About Benefits of Using Organic Deodorants is Driving the Market's Expansion

One of the key factors fueling the growth of the organic deodorant market is the increase in demand for chemical-free products across the globe. Owing to the increased demand for plant-based and natural beauty and hygiene products, the importance of personal hygiene is rising among consumers, and manufacturers are introducing organic deodorants that are less damaging to the skin. The introduction of creative solutions, particularly in the hygiene care category, and the growing awareness of the harmful effects of aluminum salts, particularly among female consumers, further influence the market by appealing to customers to try out new products such as sprays, roll-ons, deodorants without aluminum, and sticks and creams.

Growing Demand for Environment-Friendly Products is Fueling the Market Growth

Cosmetics manufacturing results in the production of chemicals, poisons, and plastics that are consumed regularly, which also contributes to water pollution, coral reef bleaching, the eviction of hundreds of species from their habitats, and the creation of enormous amounts of waste.

The packaging used in the beauty sector is less functional and more ornamental. The packaging used in the cosmetics sector, which totals 20 billion units annually, accounts for over 70% of trash. Lipstick, shampoo, perfume, and body wash that have been used up are discarded; only little amounts are recycled. Currently, the oceans get 8 million tons of plastic annually.

Since plastic is not biodegradable, it will never decay. Instead, it disintegrates and fragments into minuscule sizes via a process called 'photodegradation.' The length of this procedure varies based on the type of plastic used, from 100 to 500 years. The more hazardous and challenging it is to clean up, the smaller the plastic becomes.

Rising Demand Through Online Channels to Fuel Market Growth

The deodorant market has greatly benefited from online distribution channels. It has made it possible for brands to access new markets and a larger audience. Moreover, it has made it simpler for customers to explore and purchase stuff that fit their requirements. The competitive nature of the cosmetics sector has been levelled by e-commerce. Smaller companies can now access a worldwide audience through online

channels, while they may have previously struggled to stand out in brick-and-mortar locations. Consumers now find it simpler to compare goods and prices and locate the greatest offers on the goods they desire due to e-commerce. With so many choices, customers may take their time and locate the ideal item at the best value.

Market Segmentation

The global organic deodorant market is segmented based on product type, end-user, and distribution channel. Based on product type, the market is fragmented into spray, stick, and roll-on. Based on end-user the market is divided into male, female, and unisex. Furthermore, based on distribution channels, the market is segmented into supermarkets/hypermarkets, convenience stores, specialty stores, online, pharmacies, and non-retail stores.

Company Profiles

Unilever plc, Sebapharma GmbH & Co. KG, Erbaviva, LLC, Sky Organics, LLC, The Natural Deodorant Co., Laverana Digital GmbH & Co., Weleda Inc., Elsa's Organic Skinfoods Limited, Dala Beauty, LLC (Lavanila), Speick Naturkosmetik GmbH & Co. KG are some of the major companies in the global organic deodorant market.

Report Scope:

In this report, the global organic deodorant market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Organic Deodorant Market, By Product Type:

Spray

Stick

Roll-On

Global Organic Deodorant Market, By End-User:

Male

Female

Unisex

Global Organic Deodorant Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Online

Pharmacies

Non-Retail Stores

Global Organic Deodorant Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

India

Japan

Vietnam

South Korea

Middle East & Africa

Saudi Arabia

South Africa

UAE

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global organic deodorant market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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