

Deodorant and Antiperspirant Market Size, Share, and Outlook, 2025 Report- By Function (Aerosol Spray, Cream, Roll-On, Gel), Ingredient (Alcohol, Antimicrobials, Conditioner and Moisturizer, Fragrances, Paraben and Propellants, Others), End-User (Women, Men), and Companies, 2021-2032

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Abstracts

Deodorant and Antiperspirant Market Outlook

The global Deodorant and Antiperspirant market is expected to register a growth rate of 6.6% during the forecast period from \$38.1 Billion in 2024 to \$63.5 Billion in 2032. The Deodorant and Antiperspirant market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Deodorant and Antiperspirant segments across 22 countries from 2021 to 2032. Key segments in the report include By Function (Aerosol Spray, Cream, Roll-On, Gel), Ingredient (Alcohol, Antimicrobials, Conditioner and Moisturizer, Fragrances, Paraben and Propellants, Others), End-User (Women, Men). Over 70 tables and charts showcase findings from our latest survey report on Deodorant and Antiperspirant markets.

Deodorant and Antiperspirant Market Insights, 2025

The Deodorant and Antiperspirant Market in 2025 is highly competitive and evolving, influenced by changing consumer preferences toward natural and aluminum-free

formulations. Traditional antiperspirants that reduce sweat through aluminum compounds compete with deodorants focusing on odor control via natural extracts, probiotics, and essential oils. Sustainability and clean beauty trends drive demand for refillable packaging, biodegradable ingredients, and cruelty-free certifications. Innovations include solid sticks, sprays, roll-ons, and wipes tailored for specific demographics such as men, women, and teens. Digital marketing and social media play significant roles in product awareness and consumer education. Regulatory scrutiny on ingredient safety fosters transparency and reformulation efforts.

Five Trends that will define global Deodorant and Antiperspirant market in 2025 and Beyond

A closer look at the multi-million global market for Deodorant and Antiperspirant identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Deodorant and Antiperspirant companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Deodorant and Antiperspirant industry?

The Deodorant and Antiperspirant sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Deodorant and Antiperspirant Market Segment Insights

The Deodorant and Antiperspirant industry presents strong offers across categories. The analytical report offers forecasts of Deodorant and Antiperspirant industry performance across segments and countries. Key segments in the industry include By Function (Aerosol Spray, Cream, Roll-On, Gel), Ingredient (Alcohol, Antimicrobials, Conditioner and Moisturizer, Fragrances, Paraben and Propellants, Others), End-User (Women, Men). The largest types, applications, and sales channels, fastest growing

segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Deodorant and Antiperspirant market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Deodorant and Antiperspirant industry ecosystem. It assists decision-makers in evaluating global Deodorant and Antiperspirant market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Deodorant and Antiperspirant industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: low growth, reference case, and high growth cases.

Asia Pacific Deodorant and Antiperspirant Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Deodorant and Antiperspirant Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of

the largest markets for Deodorant and Antiperspirant with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Deodorant and Antiperspirant market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Deodorant and Antiperspirant market Insights Executives are most excited about opportunities for the US Deodorant and Antiperspirant industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Deodorant and Antiperspirant companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Deodorant and Antiperspirant market.

Latin American Deodorant and Antiperspirant market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Deodorant and Antiperspirant Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Deodorant and Antiperspirant markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects

for companies. On the other hand, Middle Eastern Deodorant and Antiperspirant markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Deodorant and Antiperspirant companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Unilever PLC, CavinKare Pvt. Ltd., Adidas AG, Nike, Inc., The Procter and Gamble Company, Godrej Industries Limited, L'Oréal SA, Vini Cosmetics Private Limited, L'Oréal S.A., Yardley and Co. Ltd, Avon Products, Inc., Beiersdorf AG, Colgate-Palmolive Company, Henkel AG and Co. KGaA, Chanel S.A., Christian Dior SE, Church and Dwight Co., Inc., The Estée Lauder Companies Inc., Hypera S.A, Kao Corporation, Lion Corporation, McNROE Consumer Products Pvt. Ltd., Playboy Enterprises, Inc., Revlon, Inc., Shekofa Kish Co., Shiseido Company, Limited.

Deodorant and Antiperspirant Market Scope

Leading Segments

By Function

Aerosol Spray

Cream

Roll-On

Gel

By Ingredient

Alcohol

Antimicrobials

Conditioner and Moisturizer

Fragrances

Paraben and Propellants

Others

By End-User

Women

Men

Leading Companies

Unilever PLC

CavinKare Pvt. Ltd.

Adidas AG

Nike, Inc.

The Procter and Gamble Company

Godrej Industries Limited

L'Oréal SA

Vini Cosmetics Private Limited

L'Oréal S.A.

Yardley and Co. Ltd

Avon Products, Inc.

Beiersdorf AG

Colgate-Palmolive Company

Henkel AG and Co. KGaA

Chanel S.A.

Christian Dior SE

Church and Dwight Co., Inc.

The Est?e Lauder Companies Inc.

Hypera S.A

Kao Corporation

Lion Corporation

McNROE Consumer Products Pvt. Ltd.

Playboy Enterprises, Inc.

Revlon, Inc.

Shekofa Kish Co.

Shiseido Company, Limited

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Adidas AG
Nike, Inc.
The Procter and Gamble Company
Godrej Industries Limited
L'Oréal SA
Vini Cosmetics Private Limited
L'Oréal S.A.
Yardley and Co. Ltd
Avon Products, Inc.
Beiersdorf AG
Colgate-Palmolive Company
Henkel AG and Co. KGaA
Chanel S.A.
Christian Dior SE
Church and Dwight Co., Inc.
The Estée Lauder Companies Inc.
Hypera S.A
Kao Corporation
Lion Corporation
McNROE Consumer Products Pvt. Ltd.
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