

U.S. Deodorants Market - Industry Trends and Forecast to 2030

Market Report | 2023-05-01 | 129 pages | Data Bridge Market Research

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Report description:

The U.S. deodorants market is expected to reach USD 9,331.13 million by 2030 from USD 6,069.60 million in 2022, growing at a CAGR of 5.5% during the forecast period of 2023 to 2030.

Market Segmentation:

U.S. Deodorants Market, By Type (Antiperspirant Deodorant, Aerosol/ Spray Deodorants, Roll-On Deodorants, Solid Deodorant, Invisible Solid Deodorant, Wipes Deodorant, Gel Deodorant, Crystal Deodorant, and Others), Category (Scented and Unscented), Claims (Alcohol Free, Paraben Free, Sulfate-Free, All of the above Claims, and No Claims), Price Range (Economy, Premium, and Super-Premium), Gender (Women, Men, Unisex, and Kids), Distribution Channel (Online and Offline) - Industry Trends and Forecast to 2030

Overview of U.S. Deodorants Market Dynamics:

Driver

- Rising demand for deodorants among the young population

Restrain

- The strict regulatory structure for the usage of deodorants products

Opportunity

- Rising demand for stick deodorants for better efficiency

Market Players:

Some of the major market players operating in the U.S. deodorants market are:

- Unilever
- Procter & Gamble

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- Church & Dwight Co., Inc.
- BEIERSDORF GLOBAL
- Henkel AG & Co. KGaA
- Natura &Co
- Coty Inc
- Estee Lauder Inc
- Wipro Consumer Care & Lighting
- Kao Corporation
- CavinKare Group
- Hello Products LLC
- Om Enterprise
- Alpenglow Skin Care LLC

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