

Deodorants Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-11-02 | 147 pages | IMARC Group

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Report description:

The global deodorants market size reached US\$ 27.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 35.9 Billion by 2028, exhibiting a growth rate (CAGR) of 4.6% during 2022-2028.

A deodorant refers to a personal grooming product used for preventing or removing body odor. It minimizes the odor originating from the bacterial breakdown and perspiration in feet, armpits and other parts of the body. Deodorants consist of various anti-microbial agents, fragrances and alcohol-based carriers to prevent bacterial breakdown and control the production of sweat. They are commonly available in the form of aerosol, sprays, gels, roll-ons, wipes and sticks, which are stored in cans, plastic containers and hollow tubes. They are also used for minimizing various skin-related issues, such as itching, skin rashes and redness.

The increasing demand for personal grooming products, along with the rise in female workforce participation, represents one of the key factors driving the growth of the market. Furthermore, the rising demand for novel and innovative fragrances and scented products among the masses, especially amidst millennials, is creating a positive outlook for the market. Various product innovations, such as the development of natural and aluminum-free deodorants, are acting as other growth-inducing factors. These variants are manufactured using organic ingredients, such as activated charcoal, baking soda, coconut oil, essential oils and floral extracts, and use aesthetically appealing green packaging to attract a wider consumer base. In line with this, aggressive promotional activities by the manufacturers through various social media platforms and the proliferation of e-commerce retail channels, are also contributing to the market growth. Other factors, including rising expenditure capacities of the consumers, along with rapid urbanization across the globe, are anticipated to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global deodorants market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type,

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distribution channel and packaging type.

Breakup by Product Type:

Sprays
Roll-On
Creams
Gels
Wipes
Sticks
Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets
Convenience Stores
Pharmacies
Online Stores
Others

Breakup by Packaging Type:

Metal
Plastic
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others

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Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adidas AG, Avon Products Inc. (Natura & Co.), Beiersdorf AG (maxingvest ag), Cavinkare Private Limited, Church & Dwight Co. Inc., Colgate-Palmolive Company, Estee Lauder Companies, Godrej Consumer Products Limited, Henkel AG & Co. KGaA, Lion Corporation, L'Oreal, The Procter & Gamble Company and Unilever Plc.

Key Questions Answered in This Report:

How has the global deodorants market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the global deodorants market?
What are the key regional markets?
What is the breakup of the market based on the product type?
What is the breakup of the market based on the distribution channel?
What is the breakup of the market based on the packaging type?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the global deodorants market and who are the key players?
What is the degree of competition in the industry?

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