

North America Deodorants - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 95 pages | Mordor Intelligence

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Report description:

The North America Deodorants Market size is estimated at USD 8.85 billion in 2025, and is expected to reach USD 12.25 billion by 2030, at a CAGR of 6.73% during the forecast period (2025-2030).

The impact of COVID-19 on consumer purchase of deodorants was visible in the prices of products, as prices were slashed down to clear accumulated stock. Deodorants were not deemed necessary products during this crisis; hence, their demand was anticipated to be low. Traveling restrictions due to COVID-19 is certainly impacted the growth of the deodorants market for some time. Additionally, the decrease in consumer preference for maintaining grooming standards as people stay at home due to the COVID-19 outbreak negatively impacts the deodorants market.

The deodorants market in the region has grown due to rising hygiene awareness and the availability of various fragrances in various formats. On the other hand, the abundance of male grooming products supplemented by the presence of global vendors and growing demand for on-demand antiperspirants are expected to fuel the growth of the deodorants market altogether.

There has been an increase in demand for safe, natural, and organic deodorant products in the market due to the rise in consumer awareness about the harmful effects of paraben and aluminum compounds present in the deodorants.

North America Deodorant Market Trends

Growing Concern About Hygiene and Freshness

The rising awareness about hygiene due to changes in lifestyle and improvement in the standard of living is a result of consumer

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awareness and socialization. The healthy living trend is primarily driving the deodorants market in North America. Smelling good is a sign of good hygiene and etiquette. Consumers use deodorants regularly to maintain their hygiene, leading to increased usage. Hence, for the middle-income group, companies are launching cheap and effective products. Increasing consumer inclination toward being presentable, sweat-free, and odor-free for 24 hours leads the key players to manufacture clinically proven products that stay effective for more than 24 hours on the body. The rise in the use of organic deodorants by teenagers and athletes and the increase in awareness about hygiene among consumers are anticipated to fuel the demand for deodorants during the forecast period.

United States holds Largest Market Share

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 in the United States. Furthermore, the rising demand for novel and innovative fragrances and scented products among the masses, especially millennials, is creating a positive outlook for the market. Like other consumer packaged goods across categories, the United States' demand for "natural" increases as consumers look for natural alternatives. An established retail platform is one of the main factors that has led to the growth and usage of deodorants in the country. Furthermore, the ease in product availability and numerous brands choosing the country as a launchpad have given consumers access to both international and novel players in the category.

North America Deodorant Industry Overview

The North American deodorants market is highly competitive and consolidated, with a strong presence of global players. The demand is mainly driven by higher adoption of daily personal care routines and consumers' awareness of various brands. The major players include Procter & Gamble Co., Unilever PLC, Henkel AG & Co KGaA, Colgate-Palmolive, and Revlon Inc., among others. In the market studied, the established players that claim to offer natural and metal-free options and those involved in sustainable practices have a higher penetration rate across the retail shelves and online channels.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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