

Europe Deodorant Market Report and Forecast 2025-2034

Market Report | 2025-05-28 | 104 pages | EMR Inc.

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Report description:

The Europe deodorant market was valued at USD 10.43 Billion in 2024. The industry is expected to grow at a CAGR of 3.40% during the forecast period of 2025-2034 to attain a valuation of USD 14.57 Billion by 2034.

Europe Deodorant Market Growth

Accessible packaging design has emerged as one of the key trends in the market. Since inclusivity is gaining prominence in the region, many companies are enhancing the design of deodorant packages by labelling them in braille and integrating magnetic substances into the packaging for sealing the bottle. By increasing the size of the roll-on applicator and creating a one-hand usage design which also facilitates grip placement, companies are also seeking to capture greater attention among people with upper limb problems and visual disabilities.

The sale of deodorants recorded a significant surge after the COVID-19 pandemic as the awareness about personal hygiene among customers grew. The incorporation of different scents into deodorants, such as cucumber, sandalwood, lavender, and coconut is expected to further enhance the appeal of these products among consumers.

Increasing internet accessibility and smartphone penetration rates are expected to surge the appeal for online distribution channels among consumers, which are expected to become a significant source of purchasing deodorants over the forecast period.

Europe Deodorant Industry Segmentation

Europe Deodorant Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

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- Gel
- Cream
- Spray
- Roll-On
- Stick
- Wipes
- Others

Market Breakup by Gender

- Male
- Female
- Unisex

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Online
- Others

Market Breakup by Country

- Germany
- France
- United Kingdom
- Italy
- Others

Europe Deodorant Market Share

Based on country, the market can be divided into Germany, France, the United Kingdom, and Italy, among others. Over the forecast period, France is expected to emerge as a key region in the region as scientific research into deodorant formulation advances and major market players introduce innovative formats of deodorant application.

Leading Companies in the Europe Deodorant Market

The report provides a detailed analysis of the following key players in the market, covering their competitive landscape and latest developments like mergers and acquisitions, investments, and capacity expansion.

- Beiersdorf AG
- Estee Lauder Companies Inc.
- Procter & Gamble Co.

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- L'oreal S.A.
- Colgate-Palmolive Company
- Revlon Inc.
- Unilever Plc
- L'Occitane International S.A.
- Natura & Co. (Avon)
- Vico Deodorant
- Others

Major market players are incorporating natural ingredients with multifunctional properties into their products to boost consumer appeal.

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Countries
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends

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- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Global Deodorant Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Global Deodorant Historical Market (2018-2024)
 - 5.3 Global Deodorant Market Forecast (2025-2034)
 - 5.4 Global Deodorant Market Share by Region
 - 5.4.1 North America
 - 5.4.2 Europe
 - 5.4.3 Asia Pacific
 - 5.4.4 Latin America
 - 5.4.5 Middle East and Africa
- 6 Europe Deodorant Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 Europe Deodorant Historical Market (2018-2024)
 - 6.3 Europe Deodorant Market Forecast (2025-2034)
- 7 Europe Deodorant Market by Type
 - 7.1 Gel
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Cream
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 Spray
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
 - 7.4 Roll-On
 - 7.4.1 Historical Trend (2018-2024)
 - 7.4.2 Forecast Trend (2025-2034)
 - 7.5 Stick
 - 7.5.1 Historical Trend (2018-2024)
 - 7.5.2 Forecast Trend (2025-2034)
 - 7.6 Wipes
 - 7.6.1 Historical Trend (2018-2024)
 - 7.6.2 Forecast Trend (2025-2034)
 - 7.7 Others
- 8 Europe Deodorant Market by Gender
 - 8.1 Male
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Female
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 Unisex
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)

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9 Europe Deodorant Market by Distribution Channel

9.1 Supermarkets and Hypermarkets

9.1.1 Historical Trend (2018-2024)

9.1.2 Forecast Trend (2025-2034)

9.2 Convenience Stores

9.2.1 Historical Trend (2018-2024)

9.2.2 Forecast Trend (2025-2034)

9.3 Online

9.3.1 Historical Trend (2018-2024)

9.3.2 Forecast Trend (2025-2034)

9.4 Others

10 Europe Deodorant Market by Country

10.1 Germany

10.1.1 Historical Trend (2018-2024)

10.1.2 Forecast Trend (2025-2034)

10.2 United Kingdom

10.2.1 Historical Trend (2018-2024)

10.2.2 Forecast Trend (2025-2034)

10.3 France

10.3.1 Historical Trend (2018-2024)

10.3.2 Forecast Trend (2025-2034)

10.4 Italy

10.4.1 Historical Trend (2018-2024)

10.4.2 Forecast Trend (2025-2034)

10.5 Others

11 Market Dynamics

11.1 SWOT Analysis

11.1.1 Strengths

11.1.2 Weaknesses

11.1.3 Opportunities

11.1.4 Threats

11.2 Porter's Five Forces Analysis

11.2.1 Supplier's Power

11.2.2 Buyer's Power

11.2.3 Threat of New Entrants

11.2.4 Degree of Rivalry

11.2.5 Threat of Substitutes

11.3 Key Indicators of Demand

11.4 Key Indicators of Price

12 Value Chain Analysis

13 Trade Data Analysis (HS Code - 33720)

13.1 Major Exporting Countries

13.1.1 By Value

13.1.2 By Volume

13.2 Major Importing Countries

13.2.1 By Value

13.2.2 By Volume

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- 14 Competitive Landscape
 - 14.1 Supplier Selection
 - 14.2 Key Global Players
 - 14.3 Key Regional Players
 - 14.4 Key Player Strategies
 - 14.5 Company Profiles
 - 14.5.1 Beiersdorf AG
 - 14.5.1.1 Company Overview
 - 14.5.1.2 Product Portfolio
 - 14.5.1.3 Demographic Reach and Achievements
 - 14.5.1.4 Certifications
 - 14.5.2 Estee Lauder Companies Inc.
 - 14.5.2.1 Company Overview
 - 14.5.2.2 Product Portfolio
 - 14.5.2.3 Demographic Reach and Achievements
 - 14.5.2.4 Certifications
 - 14.5.3 Procter & Gamble Co.
 - 14.5.3.1 Company Overview
 - 14.5.3.2 Product Portfolio
 - 14.5.3.3 Demographic Reach and Achievements
 - 14.5.3.4 Certifications
 - 14.5.4 L'oreal S.A.
 - 14.5.4.1 Company Overview
 - 14.5.4.2 Product Portfolio
 - 14.5.4.3 Demographic Reach and Achievements
 - 14.5.4.4 Certifications
 - 14.5.5 Colgate-Palmolive Company
 - 14.5.5.1 Company Overview
 - 14.5.5.2 Product Portfolio
 - 14.5.5.3 Demographic Reach and Achievements
 - 14.5.5.4 Certifications
 - 14.5.6 Revlon Inc.
 - 14.5.6.1 Company Overview
 - 14.5.6.2 Product Portfolio
 - 14.5.6.3 Demographic Reach and Achievements
 - 14.5.6.4 Certifications
 - 14.5.7 Unilever Plc
 - 14.5.7.1 Company Overview
 - 14.5.7.2 Product Portfolio
 - 14.5.7.3 Demographic Reach and Achievements
 - 14.5.7.4 Certifications
 - 14.5.8 L'Occitane International S.A.
 - 14.5.8.1 Company Overview
 - 14.5.8.2 Product Portfolio
 - 14.5.8.3 Demographic Reach and Achievements
 - 14.5.8.4 Certifications
 - 14.5.9 Natura & Co. (Avon)

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- 14.5.9.1 Company Overview
- 14.5.9.2 Product Portfolio
- 14.5.9.3 Demographic Reach and Achievements
- 14.5.9.4 Certifications
- 14.5.10 Vico Deodorant
- 14.5.10.1 Company Overview
- 14.5.10.2 Product Portfolio
- 14.5.10.3 Demographic Reach and Achievements
- 14.5.10.4 Certifications
- 14.5.11 Others

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