

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.

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