

## **India Deodorant Market Report and Forecast 2025-2034**

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### **Report description:**

The India deodorant market is projected to grow at a CAGR of 7.80% between 2025 and 2034.

#### India Deodorant Market Growth

The deodorant market in India is being driven by the increased importance of personal hygiene and well-being. Perfumed hygiene products help individuals look presentable and further boost their confidence, which is driving the adoption of deodorants by both male and female. The higher consciousness about body odour in the present social scenario is making deodorants handy in social situations, increasing the demand for the compact and portable size of deodorant products. About 65% of Indians are under 35 years old. The growing younger population in India is fuelling the market growth.

Spray deodorants, which are aerosol-based, are among the most popular variants among Indian consumers. However, there is a growing demand for roll-ons and sticks, especially from women, as a result of the improved convenience offered by them.

There is a growing demand for cream-based deodorants in roll-on formats from the urban population of the country, as they have a long-lasting effect. The absence of a gas-based application method is considered environment friendly, which is further enhancing the product demand among eco-conscious consumers. Additionally, the rapid urbanisation in Indian states is further contributing to the market growth. The National Capital Territory of Delhi and the Union Territory of Chandigarh are considered the most urbanised with 97.5% and 97.25% urban population, respectively.

#### India Deodorant Industry Segmentation

India 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 Region

- North India
- East and Central India
- West India
- South India

#### India Deodorant Market Share

Based on distribution channel, the market is divided into the supermarkets and hypermarkets, convenience stores, and online, among others. The growing convenience offered by e-commerce channels, the rapid digitisation of the Indian economy, and the growing internet penetration are contributing to the increased purchase of deodorants through online channels.

#### Leading Companies in the India Deodorant Market

The market participants are engaged in innovative branding and marketing strategies to reach to a wider audience and gain market dominance.

- Beiersdorf AG
- Procter & Gamble Co
- L'oreal S.A
- Unilever Plc

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- Revlon Inc
- Vanesa Care Pvt. Ltd. (Denver)
- L'Occitane International S.A
- Natura & Co
- ITC Ltd
- Others

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