

North America Deodorant Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

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Report description:

The North America deodorant market reached approximately USD 6.30 Billion in 2024. The market is projected to grow at a CAGR of 3.90% between 2025 and 2034, reaching a value of USD 9.24 Billion by 2034.

North America Deodorant Market Growth

The return-to-office trend in North America has prompted an increased demand for deodorant for underarm care. Additionally, there is a growing demand for full-body deodorants due to an increased application of underarm deodorants on feet, groin, or chest. Innovative deodorants that provide long-lasting protection are being increasingly adopted due to the increasing importance of personal care and well-being. Manufacturers are increasingly investing in cutting-edge deodorant technologies that can help form an extremely effective barrier against body sweat.

According to the North America deodorant industry analysis, there is a growing adoption of deodorant sticks owing to their portability and ease of use. Alcohol-free deodorant sticks are gaining traction, particularly among women. This is due to the increased awareness regarding the side effects of deodorant infused with alcohol and chemicals, such as allergic reactions to sensitive skin. Major companies in the region are focusing on improving their product outlook and packaging qualities to gain a competitive edge.

Cosmetic items such as deodorants sold in Canada are regulated and should meet the requirements of the Food and Drugs Act and the Cosmetic Regulations. The growth in disposable incomes of the population of the United States and Canada is further supporting the increased deodorant consumption in North America. In Canada, disposable incomes for households with a major income earner aged between 45 and 54 years, at CAD 29,030, increased by CAD 782 (+2.8%) during Q1 2022 as compared to the same period in 2021.

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Key Trends and Recent Developments

Growing working population, rising disposable income, awareness about personal health and hygiene as well as increasing exports are accelerating the North America deodorant market value.

August 2024

Brazilian cosmetic brand Bars over Bottles (BOB), which produces a range of products such as shampoos, conditioners, deodorants, and other skin care items, announced its entry into the North American market, beginning with the United States. Popularly known as the "Waterless Brand", BOB deodorants and other products are manufactured with significantly less water content compared to conventional brands. The benefits of less water include reduced requirements for packaging, more concentrated and active ingredients, along with lesser preservatives for longer shelf-life without microbial effects.

May 2024

US-based body care brand Dove launched its new range of whole-body deodorants to offer protection against odour beyond the underarms, including the back, thighs, feet, and intimate regions. These products are dermatologist-approved and help absorb excess unwanted moisture to combat odour at the source itself. Their packaging features aluminium-free formulations infused with vitamins B3+E offering around 72-hour odour protection with full body care, ideal for the most sensitive skin.

February 2024

US-based SheaMoisture launched its new line of deodorant products comprising full-body deodorants, tailored specifically for darker-toned, melanin-rich skin types. Developed specifically by black dermatologists, the products emphasized providing even skin tone, moisturization, and long-lasting odour protection. The main objective behind the launch was to provide inclusivity to the black Hispanic community in the US cosmetic market, catering to their specific skin types.

July 2023

New York-based Salvalco announced its collaboration with European brand Rossmann, to bring its new Isana deodorant range into the North American deodorant market. Isana deodorant sprays are made from natural and plant-based ingredients, using the eco-valve technology with nitrogen propellant. They are devoid of harmful LPG propellants and are available in a range of odours, packaged in 95% recycled material aluminium cans.

Rise in Disposable Income Leading to Increased Preference for Branded Deodorants

The rising disposable income of Americans has shifted their choice of deodorants from local brands to global brands in search of better features regarding quality, durability, and shelf life. According to the Bureau of Economic Analysis, the disposable income in the US, the country that leads the North America deodorant market demand, grew by 0.1% between June and July 2024. This was reflected in the region's growing sales volume of the product. With the continuous rise in disposable income, the demand for luxurious and branded deodorants is expected to grow during the forecast period.

Increased Awareness of Personal Sanitation Among the American Population Fuelling Market Growth

The American population is highly educated and aware of the importance of personal health and hygiene. As a result, the usage of deodorants is quite frequent among the population and is expected to consistently grow in the coming years. The region has extremely low rates of bacterial or other microbial infections caused by compromised sanitation.

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Deodorant Exports Add Up to the North America Deodorant Market Revenue

The North American region is the origin of several multinational deodorant suppliers such as Proctor & Gamble, Dove, Revlon, L'Oréal and more. Besides domestic manufacturing, these brands also meet the high global demand for deodorants through exports, creating an additional source of revenue for the market. The World Integrated Trade Solutions (WITS) recorded the total value of deodorant exports by the US, the manufacturing leader in the region, to be around USD 219,945.94 in 2021. This value is expected to grow in the coming years, raising the overall market revenue.

Sustainability Concerns Increases Investment in Sustainable Plant-Based Deodorants

The growing concerns over environmental sustainability and the high usage of synthetic chemicals in deodorants is leading to an increasing investment in plant-based products by key market players. For instance, Dove, a leading supplier of personal care items in North America, launched its new Dove Care By Plants Deodorant range made with 99% naturally derived ingredients, and is devoid of harmful chemicals such as aluminum, parabens and baking soda.

North America Deodorant Industry Segmentation

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

Market Breakup by Type

- 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

- United States of America

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- Canada

North America Deodorant Market Share

Based on country, the market is divided into the US and Canada. The United States of America is expected to witness increased demand for deodorant. This demand is supported by the rapid growth of the e-commerce sector, significant improvements in disposable incomes, and the increasing importance of personal care and hygiene in the region.

Leading Companies in the North America Deodorant Market

Market players are offering sustainable packaging solutions to meet industry standards and integrating technological innovations to meet the changing demands of consumers.

- Procter & Gamble Co.
- L'Oreal S.A
- Beiersdorf AG
- Colgate-Palmolive Company
- Estee Lauder Companies Inc.
- Revlon Inc.
- Unilever Plc
- L'Occitane International S.A
- Natura & Co. (Avon)
- Coty Inc.
- No Pong Natural Products Ltd
- Others

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