

United Kingdom Deodorant Market Size and Share - Outlook Report, Forecast Trends and Growth Analysis (2025-2034)

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Report description:

The United Kingdom deodorant market was valued at USD 1.56 Billion in 2024. The industry is expected to grow at a CAGR of 4.10% during the forecast period of 2025-2034 to attain a valuation of USD 2.33 Billion by 2034.

United Kingdom Deodorant Market Growth

Scientific research into skin pigments suggests that human underarms have antimicrobial peptides (AMPs), which facilitate the reduction of body odour. To enhance its functioning, major brands are incorporating ingredients such as Vitamin B3 into deodorants. As skincare brands promote personal hygiene and odour protection by offering multifunctional products, natural substances that provide an even skin tone and long-lasting odour protection are expected to garner increasing popularity among consumers in the forecast period.

Increasing awareness about personal hygiene among men is driving the demand for whole body deodorants, which effectively control the adverse smell from feet, underarms, and private parts, among other regions. The availability of men's deodorants in various formats, including stick, cream, and roll-on has significantly enhanced the ease of application of deodorants.

Naturally formulated deodorants that soothe irritation on sensitive skin and nurture its natural microbiota are expected to witness a surge in demand as consumers look for customised solutions to their skin problems and body odour. Moreover, deodorants that provide a fresh sensory experience to consumers upon application are expected to gain significant traction in the forecast period.

Market Segmentation

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

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Market Breakup by Type

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

Market Breakup by Gender

- Male
- Female
- Unisex

Market Breakup by Distribution Channel

- Supermarket and Hypermarkets
- Convenience Stores
- Online
- Others

Market Breakup by Region

- England
- Wales
- Scotland
- Northern Ireland

United Kingdom Deodorant Market Share

Based on type, the market is divided into gel, cream, spray, roll-on, stick, and wipes, among others. Over the forecast period, roll-ons are expected to gain increasing consumer popularity, as they are a convenient format for application of deodorants which keeps body odour at bay for long time intervals.

Leading Companies in the United Kingdom 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)
- AKT London Ltd.
- Others

Major market players are expanding their existing production facilities to meet the burgeoning consumer demand for deodorants. This is expected to drive the market growth over the forecast period.

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