

The Deodorant and Antiperspirant Market is trending towards Personalization by Increased Demand

The deodorant

and antiperspirant market comprises deodorants and antiperspirants in spray form as well as roll-on and stick/solid form. These products help keep body odor at bay and reduce sweating. They contain ingredients like aluminum salts that block pores and prevent sweating, as well as fragrances that mask body odors. The global deodorant and antiperspirant market industry is witnessing high demand for natural and organic alternatives due to increasing consumer awareness about harmful chemicals in mainstream products.

The Global deodorant and antiperspirant market is estimated to be valued at US\$

34.55 Bn in 2024 and is expected to exhibit a CAGR of 6.4% over the forecast period 2024 to 2031.

Key Takeaways

Key players operating in the deodorant and antiperspirant market are Unilever, Procter and Gamble, Godrej Consumer Products Ltd., Beiersdorf AG, Avon Products Inc., Henkel AG and Co. KGaA, and Cavinkare Pvt. Ltd. Unilever and Procter & Gamble control a major share of the market.

The growing health and wellness trend and increasing awareness about personal hygiene are driving [Deodorant and Antiperspirant Market Size](#) products globally. Consumers are increasingly preferring natural and organic formulations.

Major players are expanding their product lines and geographical presence to capture the immense growth opportunities in emerging markets of Asia Pacific and Latin America. The established markets of North America and Europe are reaching saturation, pushing companies to target high-growth regions.

Market Key Trends

The key trend gaining traction in the deodorant and antiperspirant market is the increasing consumer preference for natural and organic products formulated with essential oils and botanical extracts instead of aluminum salts. Players have launched natural brands and product lines using plant-based ingredients to cater to health-conscious customers and appeal to their sustainability values. Innovation in packaging and formats including sprays, roll-ons, and solid sticks is another major trend, with companies offering customization options like personalized scents.



Porter's Analysis:

Threat of new entrants: New companies find it difficult to compete against established brands of Unilever, Procter & Gamble due to their premium brand positioning, strong distribution network and marketing budgets.

Bargaining power of buyers: Due to availability of many brands, buyers can easily switch between brands based on offers, discounts etc. However,

