Deodorants Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Personal Care, Hygiene & Baby Care (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/deodorants-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 26.94 billion
Projected Forecast (2031)	USD 26.94 billion
Growth Rate (CAGR)	5.28 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Deodorants industry](images/chart_2.png)

![Deodorants Market Size](images/chart_3.png)

![Deodorants Market Share by Product Type, 2025](images/chart_4.png)

![Deodorants Market Share by Distribution Channel, 2025](images/chart_5.png)

![Deodorants Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Deodorants Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

|

2021 - 2031
|

Market Size (2026)
|

USD 26.94 Billion
|

Market Size (2031)
|

USD 34.85 Billion
|

Growth Rate (2026 - 2031)
|

5.28 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Deodorants Market Analysis by Mordor Intelligence

The Deodorants Market size was valued at USD 26.65 billion in 2025 and is estimated to grow from USD 26.94 billion in 2026 to reach USD 34.85 billion by 2031, at a CAGR of 5.28% during the forecast period (2026-2031). Consumers are increasingly expanding their odor-control routines beyond traditional underarm applicat ions, driving the adoption of whole-body deodorant formats and contributing to higher per-capita usage. Innovations such as precision roll-on applicators, formulations featuring natural ingredients, and the introduction of refillable packaging are gaining traction among health-conscious and environmentally aware consumers. Additionally, direct-to-consumer (DTC) subscription models are transforming retail economics by offering convenience and fostering customer loyalty. The growing penetration of e-commerce is further emphasizing a structural shift toward digital platforms for product discovery and replenishment. To maintain their market share, established multinational companies are actively acquiring start-ups that prioritize sustainability. However, the market faces challenges such as the prevalence of counterfeit products, complex regulatory landscapes, and competition from substitutes like body sprays, which are collectively tempering the overall growth momentum.

Key Report Takeaways

* By product type, sprays led with 51.87% revenue share in 2025; roll-ons are forecast to expand at a 5.87% CAGR through 2031.

* By category, mass offerings held 92.45% of the deodorants market share in 2025, while premium variants are advancing at a 5.64% CAGR to 2031.

* By ingredient source, conventional formulations accounted for 85.15% of the deodorants market size in 2025, and natural/organic options are projected to grow at a 6.25% CAGR through 2031.

* By distribution channel, supermarkets and hypermarkets captured 41.69% of sales in 2025; online retail is rising at a 6.54% CAGR through 2031.

* By geography, North America commanded 32.92% of the 2025 value, whereas the Asia-Pacific is set to record the fastest 6.39% CAGR to 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Deodorants Market*

Driver
|

(~) % Impact on CAGR Forecast |

Geographic Relevance
|

Impact Timeline
|

Rising focus on hygiene driven by active, fitness-based
lifestyles

|

+0.8%

|

Global, with pronounced uptake in North America, Europe, and urban Asia-Pacific
|

Medium term (2-4 years)

|

Growing demand for natural and aluminum-free products

|

+1.2%
|

North America and Europe lead; Asia-Pacific following as health awareness rises
|

Long term (≥ 4 years)

|

Growth of whole-body deodorants beyond underarm use

|

+1.5%
|

North America pioneer; Europe and Asia-Pacific early adopters
|

Short term (≤ 2 years)

|

Influence of social media and celebrity endorsement

|

+0.7%
|

Global, strongest in North America and Europe where
influencer penetration is highest

|

Short term (≤ 2 years)

|

Effective promotional and marketing strategies

|

+0.6%
|

Global, with digital-first campaigns in North America,
Europe, and Asia-Pacific
|

Medium term (2-4 years)

|

Premiumization elevating fragrances as lifestyle products

|

+0.9%
|

North America, Europe, and affluent Asia-Pacific urban centers
|

Long term (≥ 4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The deodorants market exhibits moderate fragmentation, with global incumbents such as Unilever Plc, The Procter and Gamble Company, Natura and Co. Holding SA, The Colgate Palmolive Company, and Beiersdorf AG holding a significant share of the deodorants market, leveraging their shelf space and brand equity. However, they face growing competition from direct-to-consumer brands that capitalize on social media and subscription-based models. Unilever's acquisition of Wild, the UK's leading refillable deodorant brand, in April 2025 highlights the increasing importance of sustainability-focused challengers. This acquisition aligns with a broader trend in the personal care market, where established companies acquire innovative startups to access new customer bases. Brands like Fussy, By Humankind, and OffCourt are disrupting traditional retail by bypassing intermediaries, utilizing influencer marketing, and offering subscription services for consistent revenue. These brands focus on natural ingredients, refillable packaging, and transparent supply chains, appealing to younger, value-conscious consumers.

Innovation in the deodorant market is centered around three key areas: expanding application zones beyond underarms, addressing health concerns with natural and aluminum-free formulations, and introducing refillable packaging to reduce plastic waste. The Procter and Gamble's Secret Whole Body and Unilever's Dove Whole Body Deo lead the way in expanding application zones, using clinical claims and skincare benefits to support premium pricing. Brands such as Native, Schmidt's, and Weleda are driving the adoption of natural formulations, backed by USDA Organic and cruelty-free certifications. Meanwhile, Wild and Salt of the Earth are advancing refillable packaging solutions, offering aluminum cases and cardboard refills to eliminate single-use plastics.

Celebrity endorsements have become a crucial strategy for brand growth: Jason Momoa's partnership with Native, Justin Bieber's Peaches line with Schmidt's, and Megan Rapinoe's collaboration with Secret significantly boost brand visibility through their extensive social media followings. Opportunities remain in underserved demographics, including men's grooming, seniors managing age-related body chemistry changes, and individuals with hyperhidrosis seeking clinical-strength solutions. Emerging markets also offer growth potential, with penetration rates still below 50%. The competitive landscape is transitioning from a focus on shelf-space dominance to a digital-first, values-driven approach, where agility, authenticity, and sustainability are critical for gaining market share.

Deodorants Industry Leaders

*

Unilever Plc

*

Natura and Co. Holding SA

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Beiersdorf AG

*

The Procter and Gamble Company

*

The Colgate Palmolive Company

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

This market covers consumer deodorants and antiperspirants used to manage body odor and perspiration, counted as product sales value across major retail and professional routes and summed at a global level.

Scope exclusions: fragrance-only body mists, talcum powders, and industrial odor neutralizers are not counted in this market size.

Segmentation Container

* By Product Type
  * Sprays
  * Sticks
  * Roll-On
  * Other Product Types
* By Category
  * Premium
  *

Mass

*
By Ingredient Source

*
Conventional/Synthetic

*
Natural/Organic

*
By Distribution Channel

*
Supermarkets/Hypermarkets

*
Specialty Stores

*
Online retail Channels

*
Other Distribution Channels

*
By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*
South America

*
Brazil

*
Argentina

*
Colombia

*
Chile

*
Rest of South America

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Europe

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United Kingdom

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Germany

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France

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Italy

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Spain

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Russia

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Sweden

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Belgium

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Poland

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Netherlands

*
Rest of Europe

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Asia-Pacific

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China

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Japan

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India

*
Thailand

*
Singapore

*
Indonesia

*
South Korea

*
Australia

*
New Zealand

*
Rest of Asia-Pacific

*
Middle East and Africa

*
United Arab Emirates

*
South Africa

*
Saudi Arabia

*
Nigeria

*
Egypt

*
Morocco

* Turkey

* Rest of Middle East and Africa

Frequently Asked Questions

How large will global deodorant sales be by 2031?

The deodorants market size is projected to reach USD 34.85 billion by 2031, reflecting a 5.28% CAGR.

Which format is growing quickest?

Roll-on deodorants are advancing at a 5.87% CAGR through 2031, outpacing sprays and sticks.

Why are natural formulations gaining share?

Consumer skepticism of aluminum compounds and stricter EU ingredient rules are driving a 6.25% CAGR for natural and organic options.

How is e-commerce reshaping category growth?

Online sales are forecast to expand at a 6.54% CAGR, fueled by DTC subscriptions and rising global internet penetration.