



Deodorants in the US

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Steady Growth Driven by Innovation and Skinification

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Steady Growth Driven by Innovation and Skinification

Chart 2 - Dove Men Care Introduces New Scents to Its Whole Body Deodorant Sprays

Lifestyle-Driven Innovation and the Impact of Athleisure on Deodorant Formats

Chart 3 - Degree Partners with JuJu Watkins to Launch its Whole Body Deodorant

Wild'S Us Launch and Refillable Design Redefine Sustainability Expectations

Chart 4 - UK Deodorant Brand Wild Launches in Target

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Amidst Intensifying Competition and Evolving Routines

Sustained Growth through Scent Innovation and Premiumisation

Chart 8 - Analyst Insight for Deodorants

Sustainability to Reshape Product Development and Brand Partnerships

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Accelerates Innovation and Acquisition to Retain Lead

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Grocery Retailers Drive Distribution through Convenience

Ulta'S Wellness Pilot Redefines Experiential Retail for Personal Care

Amazon Drives E-Commerce Expansion as Offline Pharmacies Lose Ground

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Deodorants

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Deodorants

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in the US - Industry Overview

EXECUTIVE SUMMARY

Value-Driven Skin Care and the Rise of Tiktok Shop Reshape Us Beauty and Personal Care

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Value-Driven Skin Care and the Rise of Tiktok Shop Reshape Us Beauty and Personal Care

Chart 22 - Medicube's Tiktok Shop Super Brand Day Positioned as Best Selling in 2025

Health-Focused Innovation and Elevated Mass Offerings

Chart 23 - Tatcha Debuts Serum Targeting Cellular Resilience and Healthy Ageing

Olive Young and Sephora Expand K-Beauty Reach through Partnership

Chart 24 - Sephora Partners with Olive Young to Leverage K-Beauty Boom

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Longevity and Wellness Trends to Shape the Future of Us Beauty and Personal Care

Korean Colour Cosmetics and Hybrid Sunscreen to Expand Reach through Mass Retail

Chart 28 - Analyst Insight for Beauty and Personal Care

At-Home Devices and Personalisation Set to Drive New Business Models and Partnerships

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Accelerates Leadership through Acquisitions and Prestige Expansion

Church & Dwight and Elf Beauty Expand with High-Impact Acquisitions

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

The Shift Towards E-Commerce and Digital-First Strategies

Olive Young'S Partnership Accelerates K-Beauty'S Reach through Sephora

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real GDP Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/deodorants-in-the-us/report.