Deodorants and Fragrances Market is Expected to Develop at a CAGR of 7.4% throughout 2030

The specialty stores had highest Deodorants and Fragrances market share in 2021 while online channel is expected to have highest growth during forecast period.

WILMINGTON, DE, UNITED STATES, November 10, 2025 /EINPresswire.com/ -- Allied Market Research published a report, titled, "Deodorants and Fragrances Market by Type (Spray, Stick, Roll On, Others), by End-User (Women, Men), by Price Point (Economic, Premium, Luxury), by Distribution Channel (Hypermarket and Supermarket, Specialty Stores, Online Channels, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031".

> The deodorants and fragrances market was valued at $37.9 billion in 2021, and is estimated to reach $63.2 billion by 2031, growing at a CAGR of 5.3% from 2022 to 2031.”
>
> *Allied Market Research*

According to the report, the global deodorants and fragrances industry generated $37.9 billion in 2021, and is anticipated to generate $63.2 billion by 2031, witnessing a CAGR of 5.3% from 2022 to 2031.

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The spray segment to maintain its leadership status throughout the forecast period

Based on type, the spray segment held the highest market share in 2021, accounting for more than two-fifthsof the global deodorants and fragrances market, and is estimated to maintain its leadership status throughout the forecast period.This is due to the easy availability of spray deodorants and fragrances in all major regions of the world. However, the stick segment is projected to manifest the highest CAGR of 5.5% from 2022 to 2031, owing to the increasing adoption of stick deodorants, especially in the Asia-Pacific region.

The womensegment to maintain its leadership status throughout the forecast period

Based on end user, the women segment held the highest market share in 2021, accounting for nearly three-fifthsof the global deodorants and fragrances market, and is estimated to maintain its leadership status throughout the forecast period, due to the availability of a large number of different deodorants and fragrances for women. However, the men segment is projected to manifest the highest CAGR of 5.7% from 2022 to 2031, owing to the increasing product innovations in men's deodorants and fragrances.

The specialty stores segment to maintain its lead position during the forecast period

Based on distribution channel, the specialty stores segment accounted for the largest share in 2021, contributing to nearly two-fifths of the global deodorants and fragrances market, and is projected to maintain its lead position during the forecast period. This is due to their specialization in all products related to deodorants and fragrances. However, the online channels segment is expected to portray the largest CAGR of 6.0% from 2022 to 2031, owing to the ease of shopping and easy delivery of products.

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Asia-Pacific to maintain its dominance by 2031

Based on region, North America held the highest market share in terms of revenue in 2021, accounting for nearly one-third of the global deodorants and fragrances market, due to the presence of a large number of deodorant and fragrance brands in the region. However, the Asia-Pacific region is expected to witness the fastest CAGR of 6.2% from 2022 to 2031, and is likely to dominate the market by 2031,owing to the increasing adoption of deodorants and fragrances in the region.

Leading Market Players: -

Edgewell Personal Care Co
Estee Lauder Companies Inc.
Giorgio armani
GroupeRocher
Loreal S.A.
LVMH GROUP
PVH Corp.
Revlon, Inc.
Procter & Gamble Co.
Unilever plc

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