



Global Market Navigator

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Deodorants - US (2023)

Deodorants - US by Mintel Market Sizes provides you with annual year-end market size data, most recently updated in 2023.

This market covers aerosols, pumps, roll-ons, sticks, creams/gels and body spray deodorants for men and women. Market value is based on sales through all retail channels including direct to consumer and selective outlets.

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Segmentation of this market

- Aerosols
- Body Sprays
- Creams/Gels
- Deodorants/Anti-Perspirants
- Roll-Ons
- Sticks

Compound annual growth rates

Compound annual growth rate (CAGR) is provided for this market and is based on the last 5 years of available data.

Socio-economic data

Included with this snapshot is socio-economic data for US. Population, Consumer Price Index (CPI), Gross Domestic Product (GDP), Exchange Rates.

Market Size & Forecast

Market size for Deodorants - US is given in USD with a minimum of five years' historical data. Market Forecast is provided for five years.

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