



# Deodorants in the United Kingdom

June 2025

Table of Contents

## Deodorants in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Innovation supports steady gains, with spray formats at the forefront  
Strategic investments help brands to maintain market dominance  
Affordability and price comparison remain central to purchasing decisions.

#### PROSPECTS AND OPPORTUNITIES

Sustained demand and shifting consumer trends to drive future growth  
Whole-body deodorants expected to have significant influence on consumer demand  
Innovation to remain pivotal for growth ahead

#### CATEGORY DATA

- Table 1 - Sales of Deodorants by Category: Value 2019-2024
- Table 2 - Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Deodorants: % Value 2020-2024
- Table 5 - LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
- Table 7 - Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
- Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

## Beauty and Personal Care in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care?

#### MARKET DATA

- Table 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

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-united-kingdom/report](http://www.euromonitor.com/deodorants-in-the-united-kingdom/report).