



Euromonitor
International

Deodorants in France

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Value Stagnation Reflects Changing Consumer Preferences and Premiumisation Trends

Deodorant Sprays Experience Decline, While Creams Drive Dynamic Growth

Chart 2 - La Rosée Refillable Probiotic Deodorant

Natural Ingredient Innovation and Regulatory Transparency Reshape Product Offerings

Chart 3 - Sanoflore Clean Label Deodorant

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands and Natural Innovation Lead Value Growth

Deodorant Sprays Remain Largest Category, While Creams Drive Fastest Growth

Chart 7 - Respire Organic Deodorant Stick

Small French Brands and Sustainability Innovations Reshape Product Offerings

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Legacy Multinational Brands Sustain Dominance through Consumer Loyalty and Effectiveness

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance Amid Shift to Specialised Hygiene Stores

Retail E-Commerce Expands Slowly Due to Experiential Product Needs

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Deodorants

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Deodorants

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in France - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Value Growth Despite Slower Volume Expansion Amid Evolving Consumer Behaviour

Chart 21 - Lancôme Absolu Longevity Cream

Skin Care Leads Value Sales While Premium Sun Care and Fragrances Accelerate Growth

Chart 22 - Melvita Floral Bouquet Cleanser

L'Oréal Drives Sustainability and Clean Beauty Mainstreaming with Refill Initiatives

Chart 23 - L'oreal's #Jointherefillmovement Campaign

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation Specialised Products Drive Steady Growth to 2030

Technology and Longevity Reshape Consumer Engagement and Product Offerings

Chart 27 - Analyst Insight for Beauty and Personal Care

Brands Embrace Clean Ingredients and Sustainability to Meet Evolving Consumer Demands

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Gradual Market Consolidation

Major Acquisition and Emerging Natural Brands Reshape Competitive Dynamics

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead as Specialised Retail Expands and Grocery Declines

E-Commerce Growth Accelerates with Convenience and Social Media Driving Sales

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-france/report.