

# **Global Female Fragrance Market Size study & Forecast, by Type (Fruity Fragrances, Citrus, Oriental, Woody), By Application (Supermarkets, Hypermarkets, Online Retail), and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Female Fragrance Market is valued at approximately USD XXX million in 2021 and is anticipated to grow with a healthy growth rate of more than XXX over the forecast period 2022-2029. Fragrance refers to a pleasant or distinctive smell or aroma that can be sensed through the sense of smell. It can be derived from natural or synthetic sources and can be found in a variety of products including perfumes, colognes, body sprays, lotions, candles, air fresheners, and more. Fragrances are created by combining a complex blend of ingredients, such as essential oils, aroma compounds, fixatives, and solvents, in various proportions to produce a unique and appealing scent. The fragrance industry has evolved to cater to different preferences, with fragrances ranging from light and fresh to heavy and musky, and can be marketed to both men and women. The market demand is primarily driven by the factors such as rising awareness towards personal grooming, coupled with the increased options in personalized fragrances and customization.

In addition, the growing e-commerce sales and increasing social media users are acting as major driving factors for market growth. Social media influencers and beauty bloggers often recommend and review various perfumes, which helps to create awareness and generate interest among their followers. Since about January 2023, there have been 5.16 billion internet users globally, accounting for 64.4 % of the global population. Social media was used by 4.76 billion people or 59.4% of the world's population, thus, in turn, these factors are expected to escalate the demand for vaccines in the global market. Furthermore, the increasing demand for natural and

organic fragrances, as well as the rising popularity of artisanal fragrances are presenting lucrative opportunities for market growth over the forthcoming years. However, fluctuation in the cost of raw materials is restricting the market growth over the forecast period of 2022-2029.

The key regions considered for the Global Female Fragrance Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Europe dominated the market in terms of revenue, owing to its long history of perfumery and the presence of many established fragrance companies. Whereas, Asia Pacific is also expected to grow at the highest growth rate over the forecasting period. Factors such as the desire for luxury goods and the trend towards more unique & customized fragrances are burgeoning the market growth in the forecasting years.

Major market players included in this report are:

Procter & Gamble Company

Chanel SA

Coty, Inc.,

Elizabeth Arden Inc.

Guccio Gucci S.P.A.

Gianni Versace S.r.l.

Kate Spade & Company

L'oreal Groupe

Revlon Consumer Products Corporation

Bvlgari Parfums

Recent Developments in the Market:

In November 2022, Coty Inc. launched Chlo? Rose Naturelle Intense, demonstrating the company's dedication to sustainable innovation. Refillable bottles for the new Chlo? Rose Naturelle Intense showed lower environmental consequences across all Product Life Cycle Assessment variables. It aids in lowering greenhouse gas emissions by up to 65%<sup>2</sup>, water use by 67%, energy use by 66%<sup>3</sup>, and mineral resource use by 75%. The environmental impact of the bottle and its refill, from the choice of raw materials to the end of the product's life, was assessed by an independent company, EVEA, for the Chlo? Rose Naturelle Intense product. Five standard 50 ml bottles, a 100 ml bottle, and a 150 ml refill were all compared to see how they affected the environment.

Global Female Fragrance Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, Application, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Fruity Fragrances

Citrus

Oriental

Woody

By Application:

Supermarkets

Hypermarkets

Online Retail

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE  
Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
ROLA  
Rest of the World

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Million)
  - 1.2.1. Female Fragrance Market, by Region, 2019-2029 (USD Million)
  - 1.2.2. Female Fragrance Market, by Type, 2019-2029 (USD Million)
  - 1.2.3. Female Fragrance Market, by Application, 2019-2029 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL FEMALE FRAGRANCE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL FEMALE FRAGRANCE MARKET DYNAMICS

- 3.1. Female Fragrance Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Rising awareness towards personal grooming.
    - 3.1.1.2. Increased options in personalised fragrances and customization.
    - 3.1.1.3. Rise of E-commerce and social media.
  - 3.1.2. Market Challenges
    - 3.1.2.1. Fluctuation in the cost of raw material.
  - 3.1.3. Market Opportunities
    - 3.1.3.1. The increasing demand for natural and organic fragrances.
    - 3.1.3.2. Rising popularity of artisanal fragrances.

### CHAPTER 4. GLOBAL FEMALE FRAGRANCE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. Industry Experts Prospective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL FEMALE FRAGRANCE MARKET, BY TYPE**

- 6.1. Market Snapshot
- 6.2. Global Female Fragrance Market by Type, Performance - Potential Analysis
- 6.3. Global Female Fragrance Market Estimates & Forecasts by Type 2019-2029 (USD Million)
- 6.4. Female Fragrance Market, Sub Segment Analysis
  - 6.4.1. Fruity Fragrances
  - 6.4.2. Citrus
  - 6.4.3. Oriental
  - 6.4.4. Woody

## **CHAPTER 7. GLOBAL FEMALE FRAGRANCE MARKET, BY APPLICATION**

- 7.1. Market Snapshot
- 7.2. Global Female Fragrance Market by Application, Performance - Potential Analysis
- 7.3. Global Female Fragrance Market Estimates & Forecasts by Application 2019-2029 (USD Million)
- 7.4. Female Fragrance Market, Sub Segment Analysis

- 7.4.1. Supermarkets
- 7.4.2. Hypermarkets
- 7.4.3. Online Retail

## **CHAPTER 8. GLOBAL FEMALE FRAGRANCE MARKET, REGIONAL ANALYSIS**

- 8.1. Female Fragrance Market, Regional Market Snapshot
- 8.2. North America Female Fragrance Market
  - 8.2.1. U.S. Female Fragrance Market
    - 8.2.1.1. Type breakdown estimates & forecasts, 2019-2029
    - 8.2.1.2. Application breakdown estimates & forecasts, 2019-2029
  - 8.2.2. Canada Female Fragrance Market
- 8.3. Europe Female Fragrance Market Snapshot
  - 8.3.1. U.K. Female Fragrance Market
  - 8.3.2. Germany Female Fragrance Market
  - 8.3.3. France Female Fragrance Market
  - 8.3.4. Spain Female Fragrance Market
  - 8.3.5. Italy Female Fragrance Market
  - 8.3.6. Rest of Europe Female Fragrance Market
- 8.4. Asia-Pacific Female Fragrance Market Snapshot
  - 8.4.1. China Female Fragrance Market
  - 8.4.2. India Female Fragrance Market
  - 8.4.3. Japan Female Fragrance Market
  - 8.4.4. Australia Female Fragrance Market
  - 8.4.5. South Korea Female Fragrance Market
  - 8.4.6. Rest of Asia Pacific Female Fragrance Market
- 8.5. Latin America Female Fragrance Market Snapshot
  - 8.5.1. Brazil Female Fragrance Market
  - 8.5.2. Mexico Female Fragrance Market
  - 8.5.3. Rest of Latin America Female Fragrance Market
- 8.6. Rest of The World Female Fragrance Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Top Market Strategies
- 9.2. Company Profiles
  - 9.2.1. Procter & Gamble Company
    - 9.2.1.1. Key Information
    - 9.2.1.2. Overview

- 9.2.1.3. Financial (Subject to Data Availability)
- 9.2.1.4. Product Summary
- 9.2.1.5. Recent Developments
- 9.2.2. Chanel SA
- 9.2.3. Coty, Inc.
- 9.2.4. Elizabeth Arden Inc.
- 9.2.5. Guccio Gucci S.P.A.
- 9.2.6. Gianni Versace S.r.l.
- 9.2.7. Kate Spade & Company
- 9.2.8. L'oreal Groupe
- 9.2.9. Revlon Consumer Products Corporation
- 9.2.10. Bvlgari Parfums

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. Global Female Fragrance Market, report scope

TABLE 2. Global Female Fragrance Market estimates & forecasts by Region 2019-2029 (USD Million)

TABLE 3. Global Female Fragrance Market estimates & forecasts by Type 2019-2029 (USD Million)

TABLE 4. Global Female Fragrance Market estimates & forecasts by Application 2019-2029 (USD Million)

TABLE 5. Global Female Fragrance Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 6. Global Female Fragrance Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 7. Global Female Fragrance Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 8. Global Female Fragrance Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 9. Global Female Fragrance Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 10. Global Female Fragrance Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 11. Global Female Fragrance Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 12. Global Female Fragrance Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 13. Global Female Fragrance Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 14. Global Female Fragrance Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 15. U.S. Female Fragrance Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 16. U.S. Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 17. U.S. Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 18. Canada Female Fragrance Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 19. Canada Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 20. Canada Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 21. UK Female Fragrance Market estimates & forecasts, 2019-2029 (USD  
Million)

TABLE 22. UK Female Fragrance Market estimates & forecasts by segment 2019-2029  
(USD Million)

TABLE 23. UK Female Fragrance Market estimates & forecasts by segment 2019-2029  
(USD Million)

TABLE 24. Germany Female Fragrance Market estimates & forecasts, 2019-2029 (USD  
Million)

TABLE 25. Germany Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 26. Germany Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 27. France Female Fragrance Market estimates & forecasts, 2019-2029 (USD  
Million)

TABLE 28. France Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 29. France Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 30. Italy Female Fragrance Market estimates & forecasts, 2019-2029 (USD  
Million)

TABLE 31. Italy Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 32. Italy Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 33. Spain Female Fragrance Market estimates & forecasts, 2019-2029 (USD  
Million)

TABLE 34. Spain Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 35. Spain Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 36. RoE Female Fragrance Market estimates & forecasts, 2019-2029 (USD  
Million)

TABLE 37. RoE Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 38. RoE Female Fragrance Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 39. China Female Fragrance Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 40. China Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 41. China Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 42. India Female Fragrance Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 43. India Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 44. India Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 45. Japan Female Fragrance Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 46. Japan Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 47. Japan Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 48. South Korea Female Fragrance Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 49. South Korea Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 50. South Korea Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 51. Australia Female Fragrance Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 52. Australia Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 53. Australia Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 54. RoAPAC Female Fragrance Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 55. RoAPAC Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 56. RoAPAC Female Fragrance Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 57. Brazil Female Fragrance Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 58. Brazil Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 59. Brazil Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 60. Mexico Female Fragrance Market estimates & forecasts, 2019-2029 (USD  
Million)

TABLE 61. Mexico Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 62. Mexico Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 63. RoLA Female Fragrance Market estimates & forecasts, 2019-2029 (USD  
Million)

TABLE 64. RoLA Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 65. RoLA Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 66. Row Female Fragrance Market estimates & forecasts, 2019-2029 (USD  
Million)

TABLE 67. Row Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 68. Row Female Fragrance Market estimates & forecasts by segment  
2019-2029 (USD Million)

TABLE 69. List of secondary sources, used in the study of global Female Fragrance  
Market

TABLE 70. List of primary sources, used in the study of global Female Fragrance  
Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final  
deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Female Fragrance Market, research methodology
  - FIG 2. Global Female Fragrance Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Female Fragrance Market, key trends 2021
  - FIG 5. Global Female Fragrance Market, growth prospects 2022-2029
  - FIG 6. Global Female Fragrance Market, porters 5 force model
  - FIG 7. Global Female Fragrance Market, pest analysis
  - FIG 8. Global Female Fragrance Market, value chain analysis
  - FIG 9. Global Female Fragrance Market by segment, 2019 & 2029 (USD Million)
  - FIG 10. Global Female Fragrance Market by segment, 2019 & 2029 (USD Million)
  - FIG 11. Global Female Fragrance Market by segment, 2019 & 2029 (USD Million)
  - FIG 12. Global Female Fragrance Market by segment, 2019 & 2029 (USD Million)
  - FIG 13. Global Female Fragrance Market by segment, 2019 & 2029 (USD Million)
  - FIG 14. Global Female Fragrance Market, regional snapshot 2019 & 2029
  - FIG 15. North America Female Fragrance Market 2019 & 2029 (USD Million)
  - FIG 16. Europe Female Fragrance Market 2019 & 2029 (USD Million)
  - FIG 17. Asia Pacific Female Fragrance Market 2019 & 2029 (USD Million)
  - FIG 18. Latin America Female Fragrance Market 2019 & 2029 (USD Million)
  - FIG 19. Global Female Fragrance Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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