

# **Global Perfume & Fragrance Packaging Market Size study, by Product Type (Bottles, Cans and Others), by Raw Material (Glass, Plastic, Metal and Paperboard) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Perfume & Fragrance Packaging Market is valued approximately at USD 10.91 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 5.5% over the forecast period 2021-2027. The packaging of Perfumes & Fragrance has become the most crucial part of their marketing. The global Perfume & Fragrance Packaging market is being driven by growing demand for personal care & grooming products which includes perfumes. According to Statista, the share of new beauty and personal care product launches with environment-friendly packaging has increased worldwide from 19% in 2015 to 24% in 2017. The other important driving factor is the introduction of new perfumes in the market. For instance: in June 2021, Jean Paul Gaultier announced to introduce Scandal Men's perfume. Also, in June 2021, Ait?e launched "Soul Journey", a new perfume collection. Furthermore, the growing disposable income, rising demand for luxury packaging and availability of international recognized brands in perfumes & fragrance will provide new opportunities for the global Perfume & Fragrance Packaging industry. However, high prices of perfumes and presence of counterfeit products may impede market growth over the forecast period of 2021-2027.

The important regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World are segmented for regional analysis of the global Perfume & Fragrance Packaging Market. North America is the leading region across the world in terms of market share due to presence of established large perfume companies and adoption of luxurious products along with international tourism in the region. Whereas Asia Pacific is anticipated to exhibit the highest CAGR over the forecast period

2021-2027, due to the increasing consumption of personal grooming products and growing demand for premium goods due to growth in personal disposable income in the region.

Major market player included in this report are:

Estee Lauder

Gerresheimer AG

Chanel

Swallowfield Plc

Saverglass sas

Albea S.A.

Intrapac International Corporation

AVON

Verescence France SASU

SGB Packaging Group

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Product Type:

Bottles

Cans

Others

By Raw Material:

Glass

Plastic

Metal

Paperboard

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  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Perfume & Fragrance Packaging Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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