

Global Perfumes and Deodorants Market Size study, by Type (Perfumes, Deodorants) by Distribution Channel (Supermarket & hypermarket, Specialty Store, Pharmacies, E-Commerce, Others) and Regional Forecasts 2021-2027

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Abstracts

Global Perfumes and Deodorants Market is valued approximately USD 68.91 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 4.01 % over the forecast period 2021-2027. Perfumes and Deodorants manufacturers are providing a large range of unique products like herbal perfumes, pocket perfumes, and among others, and this is contributing to the demand for the products around the globe. And many manufacturers are strategizing for innovative branding & marketing of their products that is expected to grow the revenue of perfume and deodorant market. There is increase in consciousness regarding personal grooming which is estimated to drive the market. As the number of dual-income families has resulted in the changes in lifestyle and improvement in standard of living. Furthermore, the increase in promotional campaigns of cosmetic and fragrance products through television, radio, print media, and social media is also playing a significant role in providing awareness of the benefits of products. For instance, according to the data published by Sprout Social, in 2019 US marketers are estimated to be using 86.6% Facebook, 73.7% Twitter, 66.5% Instagram, and 51.9% YouTube for their social media campaigns. According to IFRA, in June 2019, perfume and deodorant industry alone generated sales of USD 7.3 billion. Also, large number of manufacturers are focusing on coming up with better and innovative products which can meet the requirements of most of the consumers and thereby expand consumer base. However, chemicals can cause an allergic reaction to sensitive skin which act as restraining factor and impedes the growth of the market over the forecast period of 2021-2027. Also, e-commerce space would be rising the sales of perfume and deodorants market and is likely to increase the market growth during the forecast

period.

The regional analysis of global Perfumes and Deodorants market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to various factors including rise in demand for lighter scented sprays and increasing availability of perfumes and deodorants with on-the-go portability in the region. Whereas, Europe is also anticipated to exhibit highest growth rate over the forecast period 2021-2027. Factors such as rising in demand for natural products and rising consumers spending on premium and luxurious perfumes and deodorants would create lucrative growth prospects for the Perfumes and Deodorants market across Asia-Pacific region.

Major market player included in this report are:

Revlon, Inc.

Est?e Lauder Inc.

L'Oreal Group

Beiersdorf AG

Christian Dior S.A.

Calvin Klein, Inc.

Burberry Group plc

Giorgio Armani S.p.A

Unilever

Firmenich S.A.

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 Type:

Perfumes

Deodorants

By Distribution Channel:

Supermarket & hypermarket

Specialty Store

Pharmacies
E-Commerce
Others
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 Perfumes and Deodorants 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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. Perfumes and Deodorants Market, by Region, 2019-2027 (USD Billion)
 - 1.2.2. Perfumes and Deodorants Market, by Type, 2019-2027 (USD Billion)
 - 1.2.3. Perfumes and Deodorants Market, by Distribution Channel, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL PERFUMES AND DEODORANTS 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 PERFUMES AND DEODORANTS MARKET DYNAMICS

- 3.1. Perfumes and Deodorants Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing consciousness regarding personal grooming is estimated to drive the market
 - 3.1.1.2. Innovative product
 - 3.1.2. Market Challenges
 - 3.1.2.1. Lack of skilled Professionals
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Emergence of market on e-commerce

CHAPTER 4. GLOBAL PERFUMES AND DEODORANTS 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
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL PERFUMES AND DEODORANTS MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Perfumes and Deodorants Market by Type, Performance - Potential Analysis
- 5.3. Global Perfumes and Deodorants Market Estimates & Forecasts by Type 2018-2027 (USD Billion)
- 5.4. Perfumes and Deodorants Market, Sub Segment Analysis
 - 5.4.1. Perfumes
 - 5.4.2. Deodorants

CHAPTER 6. GLOBAL PERFUMES AND DEODORANTS MARKET, BY DISTRIBUTION CHANNEL

- 6.1. Market Snapshot
- 6.2. Global Perfumes and Deodorants Market by Distribution Channel, Performance - Potential Analysis
- 6.3. Global Perfumes and Deodorants Market Estimates & Forecasts by Distribution Channel 2018-2027 (USD Billion)
- 6.4. Perfumes and Deodorants Market, Sub Segment Analysis
 - 6.4.1. Supermarkets & Hypermarkets
 - 6.4.2. Specialty Stores
 - 6.4.3. Pharmacies
 - 6.4.4. E-Commerce

6.4.5. Others

CHAPTER 7. GLOBAL PERFUMES AND DEODORANTS MARKET, REGIONAL ANALYSIS

7.1. Perfumes and Deodorants Market, Regional Market Snapshot

7.2. North America Perfumes and Deodorants Market

7.2.1. U.S. Perfumes and Deodorants Market

7.2.1.1. Type breakdown estimates & forecasts, 2018-2027

7.2.1.2. Distribution Channel breakdown estimates & forecasts, 2018-2027

7.2.2. Canada Perfumes and Deodorants Market

7.3. Europe Perfumes and Deodorants Market Snapshot

7.3.1. U.K. Perfumes and Deodorants Market

7.3.2. Germany Perfumes and Deodorants Market

7.3.3. France Perfumes and Deodorants Market

7.3.4. Spain Perfumes and Deodorants Market

7.3.5. Italy Perfumes and Deodorants Market

7.3.6. Rest of Europe Perfumes and Deodorants Market

7.4. Asia-Pacific Perfumes and Deodorants Market Snapshot

7.4.1. China Perfumes and Deodorants Market

7.4.2. India Perfumes and Deodorants Market

7.4.3. Japan Perfumes and Deodorants Market

7.4.4. Australia Perfumes and Deodorants Market

7.4.5. South Korea Perfumes and Deodorants Market

7.4.6. Rest of Asia Pacific Perfumes and Deodorants Market

7.5. Latin America Perfumes and Deodorants Market Snapshot

7.5.1. Brazil Perfumes and Deodorants Market

7.5.2. Mexico Perfumes and Deodorants Market

7.6. Rest of The World Perfumes and Deodorants Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

8.1. Top Market Strategies

8.2. Company Profiles

8.2.1. Revlon, Inc.

8.2.1.1. Key Information

8.2.1.2. Overview

8.2.1.3. Financial (Subject to Data Availability)

8.2.1.4. Product Summary

- 8.2.1.5. Recent Developments
- 8.2.2. Est?e Lauder Inc.
- 8.2.3. L'Oreal Group
- 8.2.4. Beiersdorf AG
- 8.2.5. Christian Dior S.A.
- 8.2.6. Calvin Klein, Inc.
- 8.2.7. Burberry Group plc
- 8.2.8. Giorgio Armani S.p.A
- 8.2.9. Unilever
- 8.2.10. Firmenich S.A.

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process
 - 9.1.1. Data Mining
 - 9.1.2. Analysis
 - 9.1.3. Market Estimation
 - 9.1.4. Validation
 - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Perfumes and Deodorants market, report scope

TABLE 2. Global Perfumes and Deodorants market estimates & forecasts by Region 2018-2027 (USD Billion)

TABLE 3. Global Perfumes and Deodorants market estimates & forecasts by Type 2018-2027 (USD Billion)

TABLE 4. Global Perfumes and Deodorants market estimates & forecasts by Distribution Channel 2018-2027 (USD Billion)

TABLE 5. Global Perfumes and Deodorants market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 6. Global Perfumes and Deodorants market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 7. Global Perfumes and Deodorants market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global Perfumes and Deodorants market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global Perfumes and Deodorants market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global Perfumes and Deodorants market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global Perfumes and Deodorants market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global Perfumes and Deodorants market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global Perfumes and Deodorants market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global Perfumes and Deodorants market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. U.S. Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. U.S. Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 17. U.S. Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 18. Canada Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 19. Canada Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 20. Canada Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 21. UK Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 22. UK Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 23. UK Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 24. Germany Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 25. Germany Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. Germany Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 27. RoE Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 28. RoE Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. RoE Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 30. China Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 31. China Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. China Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 33. India Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 34. India Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. India Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 36. Japan Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 37. Japan Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Japan Perfumes and Deodorants market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 39. RoAPAC Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 40. RoAPAC Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. RoAPAC Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 42. Brazil Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 43. Brazil Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. Brazil Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 45. Mexico Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 46. Mexico Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. Mexico Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 48. RoLA Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 49. RoLA Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. RoLA Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 51. Row Perfumes and Deodorants market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 52. Row Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Row Perfumes and Deodorants market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 54. List of secondary sources, used in the study of global Perfumes and Deodorants market

TABLE 55. List of primary sources, used in the study of global Perfumes and Deodorants market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Perfumes and Deodorants market, research methodology
- FIG 2. Global Perfumes and Deodorants market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Perfumes and Deodorants market, key trends 2020
- FIG 5. Global Perfumes and Deodorants market, growth prospects 2021-2027
- FIG 6. Global Perfumes and Deodorants market, porters 5 force model
- FIG 7. Global Perfumes and Deodorants market, pest analysis
- FIG 8. Global Perfumes and Deodorants market, value chain analysis
- FIG 9. Global Perfumes and Deodorants market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Perfumes and Deodorants market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Perfumes and Deodorants market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Perfumes and Deodorants market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Perfumes and Deodorants market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Perfumes and Deodorants market, regional snapshot 2018 & 2027
- FIG 15. North America Perfumes and Deodorants market 2018 & 2027 (USD Billion)
- FIG 16. Europe Perfumes and Deodorants market 2018 & 2027 (USD Billion)
- FIG 17. Asia pacific Perfumes and Deodorants market 2018 & 2027 (USD Billion)
- FIG 18. Latin America Perfumes and Deodorants market 2018 & 2027 (USD Billion)
- FIG 19. Global Perfumes and Deodorants market, company market share analysis (2020)

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