

Global Bath Fragrance Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Bath Fragrance competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Bath fragrance refers to aromatic products that release specific fragrances in the bathing scene to create a comfortable atmosphere and enhance the bathing experience through products such as scented essential oils, bath shampoos, and bubble baths. Its functions include relaxing the body and mind, relieving stress, and improving mood. Bath fragrance, as a category in the fragrance industry that is deeply integrated with health and leisure scenes, is benefiting from the increase in consumers' demand for bathing rituals and emotional value, especially in high-end bathing centers, hotels, and home SPA scenes.

The global Bath Fragrance market size was estimated at USD 12500.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Bath Fragrance market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Bath Fragrance market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Bath Fragrance market.

Global Bath Fragrance Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Chanel

Bvlgari

L'Occitane

Shiseido

Unilever

P&G

Olfaction N'

Agilex Fragrances

BrambleBerry

Thymes

Bath & Body Works India

Jo Malone

Aesop

The Body Shop

Diptyque

Victoria's Secret

Temple Spa

Aura Cacia

ESPA

Aromatherapy Associates

Scottish Fine Soaps

Market Segmentation (by Type)

Liquid Fragrance

Solid Fragrance

Market Segmentation (by Application)

Home Use

Commercial Use

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Bath Fragrance Market

Overview of the regional outlook of the Bath Fragrance Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Bath Fragrance Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future

development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Bath Fragrance, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each

region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Bath Fragrance

1.2 Key Market Segments

1.2.1 Bath Fragrance Segment by Type

1.2.2 Bath Fragrance Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 BATH FRAGRANCE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Bath Fragrance Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Bath Fragrance Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 BATH FRAGRANCE MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Bath Fragrance Product Life Cycle

3.3 Global Bath Fragrance Sales by Manufacturers (2020-2025)

3.4 Global Bath Fragrance Revenue Market Share by Manufacturers (2020-2025)

3.5 Bath Fragrance Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Bath Fragrance Average Price by Manufacturers (2020-2025)

3.7 Manufacturers' Manufacturing Sites, Areas Served, and Product Types

3.8 Bath Fragrance Market Competitive Situation and Trends

3.8.1 Bath Fragrance Market Concentration Rate

3.8.2 Global 5 and 10 Largest Bath Fragrance Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 BATH FRAGRANCE INDUSTRY CHAIN ANALYSIS

- 4.1 Bath Fragrance Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF BATH FRAGRANCE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Bath Fragrance Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy – April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Bath Fragrance Market
- 5.7 ESG Ratings of Leading Companies

6 BATH FRAGRANCE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Bath Fragrance Sales Market Share by Type (2020-2025)
- 6.3 Global Bath Fragrance Market Size by Type (2020-2025)
- 6.4 Global Bath Fragrance Price by Type (2020-2025)

7 BATH FRAGRANCE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Bath Fragrance Market Sales by Application (2020-2025)
- 7.3 Global Bath Fragrance Market Size (M USD) by Application (2020-2025)

7.4 Global Bath Fragrance Sales Growth Rate by Application (2020-2025)

8 BATH FRAGRANCE MARKET SALES BY REGION

8.1 Global Bath Fragrance Sales by Region

8.1.1 Global Bath Fragrance Sales by Region

8.1.2 Global Bath Fragrance Sales Market Share by Region

8.2 Global Bath Fragrance Market Size by Region

8.2.1 Global Bath Fragrance Market Size by Region

8.2.2 Global Bath Fragrance Market Size by Region

8.3 North America

8.3.1 North America Bath Fragrance Sales by Country

8.3.2 North America Bath Fragrance Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Bath Fragrance Sales by Country

8.4.2 Europe Bath Fragrance Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Bath Fragrance Sales by Region

8.5.2 Asia Pacific Bath Fragrance Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Bath Fragrance Sales by Country

8.6.2 South America Bath Fragrance Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Bath Fragrance Sales by Region
- 8.7.2 Middle East and Africa Bath Fragrance Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 BATH FRAGRANCE MARKET PRODUCTION BY REGION

- 9.1 Global Production of Bath Fragrance by Region(2020-2025)
- 9.2 Global Bath Fragrance Revenue Market Share by Region (2020-2025)
- 9.3 Global Bath Fragrance Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Bath Fragrance Production
 - 9.4.1 North America Bath Fragrance Production Growth Rate (2020-2025)
 - 9.4.2 North America Bath Fragrance Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Bath Fragrance Production
 - 9.5.1 Europe Bath Fragrance Production Growth Rate (2020-2025)
 - 9.5.2 Europe Bath Fragrance Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Bath Fragrance Production (2020-2025)
 - 9.6.1 Japan Bath Fragrance Production Growth Rate (2020-2025)
 - 9.6.2 Japan Bath Fragrance Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Bath Fragrance Production (2020-2025)
 - 9.7.1 China Bath Fragrance Production Growth Rate (2020-2025)
 - 9.7.2 China Bath Fragrance Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Chanel
 - 10.1.1 Chanel Basic Information
 - 10.1.2 Chanel Bath Fragrance Product Overview
 - 10.1.3 Chanel Bath Fragrance Product Market Performance
 - 10.1.4 Chanel Business Overview
 - 10.1.5 Chanel SWOT Analysis
 - 10.1.6 Chanel Recent Developments

10.2 Bvlgari

- 10.2.1 Bvlgari Basic Information
- 10.2.2 Bvlgari Bath Fragrance Product Overview
- 10.2.3 Bvlgari Bath Fragrance Product Market Performance
- 10.2.4 Bvlgari Business Overview
- 10.2.5 Bvlgari SWOT Analysis
- 10.2.6 Bvlgari Recent Developments

10.3 L'Occitane

- 10.3.1 L'Occitane Basic Information
- 10.3.2 L'Occitane Bath Fragrance Product Overview
- 10.3.3 L'Occitane Bath Fragrance Product Market Performance
- 10.3.4 L'Occitane Business Overview
- 10.3.5 L'Occitane SWOT Analysis
- 10.3.6 L'Occitane Recent Developments

10.4 Shiseido

- 10.4.1 Shiseido Basic Information
- 10.4.2 Shiseido Bath Fragrance Product Overview
- 10.4.3 Shiseido Bath Fragrance Product Market Performance
- 10.4.4 Shiseido Business Overview
- 10.4.5 Shiseido Recent Developments

10.5 Unilever

- 10.5.1 Unilever Basic Information
- 10.5.2 Unilever Bath Fragrance Product Overview
- 10.5.3 Unilever Bath Fragrance Product Market Performance
- 10.5.4 Unilever Business Overview
- 10.5.5 Unilever Recent Developments

10.6 PandG

- 10.6.1 PandG Basic Information
- 10.6.2 PandG Bath Fragrance Product Overview
- 10.6.3 PandG Bath Fragrance Product Market Performance
- 10.6.4 PandG Business Overview
- 10.6.5 PandG Recent Developments

10.7 Olfaction N'

- 10.7.1 Olfaction N' Basic Information
- 10.7.2 Olfaction N' Bath Fragrance Product Overview
- 10.7.3 Olfaction N' Bath Fragrance Product Market Performance
- 10.7.4 Olfaction N' Business Overview
- 10.7.5 Olfaction N' Recent Developments

10.8 Agilex Fragrances

- 10.8.1 Agilex Fragrances Basic Information
- 10.8.2 Agilex Fragrances Bath Fragrance Product Overview
- 10.8.3 Agilex Fragrances Bath Fragrance Product Market Performance
- 10.8.4 Agilex Fragrances Business Overview
- 10.8.5 Agilex Fragrances Recent Developments
- 10.9 BrambleBerry
 - 10.9.1 BrambleBerry Basic Information
 - 10.9.2 BrambleBerry Bath Fragrance Product Overview
 - 10.9.3 BrambleBerry Bath Fragrance Product Market Performance
 - 10.9.4 BrambleBerry Business Overview
 - 10.9.5 BrambleBerry Recent Developments
- 10.10 Thymes
 - 10.10.1 Thymes Basic Information
 - 10.10.2 Thymes Bath Fragrance Product Overview
 - 10.10.3 Thymes Bath Fragrance Product Market Performance
 - 10.10.4 Thymes Business Overview
 - 10.10.5 Thymes Recent Developments
- 10.11 Bath and Body Works India
 - 10.11.1 Bath and Body Works India Basic Information
 - 10.11.2 Bath and Body Works India Bath Fragrance Product Overview
 - 10.11.3 Bath and Body Works India Bath Fragrance Product Market Performance
 - 10.11.4 Bath and Body Works India Business Overview
 - 10.11.5 Bath and Body Works India Recent Developments
- 10.12 Jo Malone
 - 10.12.1 Jo Malone Basic Information
 - 10.12.2 Jo Malone Bath Fragrance Product Overview
 - 10.12.3 Jo Malone Bath Fragrance Product Market Performance
 - 10.12.4 Jo Malone Business Overview
 - 10.12.5 Jo Malone Recent Developments
- 10.13 Aesop
 - 10.13.1 Aesop Basic Information
 - 10.13.2 Aesop Bath Fragrance Product Overview
 - 10.13.3 Aesop Bath Fragrance Product Market Performance
 - 10.13.4 Aesop Business Overview
 - 10.13.5 Aesop Recent Developments
- 10.14 The Body Shop
 - 10.14.1 The Body Shop Basic Information
 - 10.14.2 The Body Shop Bath Fragrance Product Overview
 - 10.14.3 The Body Shop Bath Fragrance Product Market Performance

- 10.14.4 The Body Shop Business Overview
- 10.14.5 The Body Shop Recent Developments
- 10.15 Diptyque
 - 10.15.1 Diptyque Basic Information
 - 10.15.2 Diptyque Bath Fragrance Product Overview
 - 10.15.3 Diptyque Bath Fragrance Product Market Performance
 - 10.15.4 Diptyque Business Overview
 - 10.15.5 Diptyque Recent Developments
- 10.16 Victoria's Secret
 - 10.16.1 Victoria's Secret Basic Information
 - 10.16.2 Victoria's Secret Bath Fragrance Product Overview
 - 10.16.3 Victoria's Secret Bath Fragrance Product Market Performance
 - 10.16.4 Victoria's Secret Business Overview
 - 10.16.5 Victoria's Secret Recent Developments
- 10.17 Temple Spa
 - 10.17.1 Temple Spa Basic Information
 - 10.17.2 Temple Spa Bath Fragrance Product Overview
 - 10.17.3 Temple Spa Bath Fragrance Product Market Performance
 - 10.17.4 Temple Spa Business Overview
 - 10.17.5 Temple Spa Recent Developments
- 10.18 Aura Cacia
 - 10.18.1 Aura Cacia Basic Information
 - 10.18.2 Aura Cacia Bath Fragrance Product Overview
 - 10.18.3 Aura Cacia Bath Fragrance Product Market Performance
 - 10.18.4 Aura Cacia Business Overview
 - 10.18.5 Aura Cacia Recent Developments
- 10.19 ESPA
 - 10.19.1 ESPA Basic Information
 - 10.19.2 ESPA Bath Fragrance Product Overview
 - 10.19.3 ESPA Bath Fragrance Product Market Performance
 - 10.19.4 ESPA Business Overview
 - 10.19.5 ESPA Recent Developments
- 10.20 Aromatherapy Associates
 - 10.20.1 Aromatherapy Associates Basic Information
 - 10.20.2 Aromatherapy Associates Bath Fragrance Product Overview
 - 10.20.3 Aromatherapy Associates Bath Fragrance Product Market Performance
 - 10.20.4 Aromatherapy Associates Business Overview
 - 10.20.5 Aromatherapy Associates Recent Developments
- 10.21 Scottish Fine Soaps

- 10.21.1 Scottish Fine Soaps Basic Information
- 10.21.2 Scottish Fine Soaps Bath Fragrance Product Overview
- 10.21.3 Scottish Fine Soaps Bath Fragrance Product Market Performance
- 10.21.4 Scottish Fine Soaps Business Overview
- 10.21.5 Scottish Fine Soaps Recent Developments

11 BATH FRAGRANCE MARKET FORECAST BY REGION

- 11.1 Global Bath Fragrance Market Size Forecast
- 11.2 Global Bath Fragrance Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Bath Fragrance Market Size Forecast by Country
 - 11.2.3 Asia Pacific Bath Fragrance Market Size Forecast by Region
 - 11.2.4 South America Bath Fragrance Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Bath Fragrance by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Bath Fragrance Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Bath Fragrance by Type (2026-2035)
 - 12.1.2 Global Bath Fragrance Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Bath Fragrance by Type (2026-2035)
- 12.2 Global Bath Fragrance Market Forecast by Application (2026-2035)
 - 12.2.1 Global Bath Fragrance Sales (K Units) Forecast by Application
 - 12.2.2 Global Bath Fragrance Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Bath Fragrance Market Size by Type (M USD)
Table 4. Global Bath Fragrance Market Size by Application
Table 5. Bath Fragrance Market Size Comparison by Region (M USD)
Table 6. Global Bath Fragrance Sales (K Units) by Manufacturers (2020-2025)
Table 7. Global Bath Fragrance Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Bath Fragrance Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Bath Fragrance Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Bath Fragrance as of 2025)
Table 11. Global Market Bath Fragrance Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 12. Manufacturers' Manufacturing Sites, Areas Served
Table 13. Manufacturers' Product Type
Table 14. Global Bath Fragrance Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 15. Mergers & Acquisitions, Expansion Plans
Table 16. Market Overview of Key Raw Materials
Table 17. Midstream Market Analysis
Table 18. Downstream Customer Analysis
Table 19. Key Development Trends
Table 20. Driving Factors
Table 21. Bath Fragrance Market Challenges
Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 26. Global Bath Fragrance Sales by Type (K Units)
Table 27. Global Bath Fragrance Market Size by Type (M USD)
Table 28. Global Bath Fragrance Sales (K Units) by Type (2020-2025)
Table 29. Global Bath Fragrance Sales Market Share by Type (2020-2025)
Table 30. Global Bath Fragrance Market Size (M USD) by Type (2020-2025)
Table 31. Global Bath Fragrance Market Share by Type (2020-2025)

Table 32. Global Bath Fragrance Price (USD/Unit) by Type (2020-2025)
Table 33. Global Bath Fragrance Sales (K Units) by Application
Table 34. Global Bath Fragrance Market Size by Application
Table 35. Global Bath Fragrance Sales by Application (2020-2025) & (K Units)
Table 36. Global Bath Fragrance Sales Market Share by Application (2020-2025)
Table 37. Global Bath Fragrance Market Size by Application (2020-2025) & (M USD)
Table 38. Global Bath Fragrance Market Share by Application (2020-2025)
Table 39. Global Bath Fragrance Sales Growth Rate by Application (2020-2025)
Table 40. Global Bath Fragrance Sales by Region (2020-2025) & (K Units)
Table 41. Global Bath Fragrance Sales Market Share by Region (2020-2025)
Table 42. Global Bath Fragrance Market Size by Region (2020-2025) & (M USD)
Table 43. Global Bath Fragrance Market Size by Region (2020-2025)
Table 44. North America Bath Fragrance Sales by Country (2020-2025) & (K Units)
Table 45. North America Bath Fragrance Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Bath Fragrance Sales by Country (2020-2025) & (K Units)
Table 47. Europe Bath Fragrance Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Bath Fragrance Sales by Region (2020-2025) & (K Units)
Table 49. Asia Pacific Bath Fragrance Market Size by Region (2020-2025) & (M USD)
Table 50. South America Bath Fragrance Sales by Country (2020-2025) & (K Units)
Table 51. South America Bath Fragrance Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Bath Fragrance Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa Bath Fragrance Market Size by Region (2020-2025) & (M USD)
Table 54. Global Bath Fragrance Production (K Units) by Region(2020-2025)
Table 55. Global Bath Fragrance Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global Bath Fragrance Revenue Market Share by Region (2020-2025)
Table 57. Global Bath Fragrance Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America Bath Fragrance Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe Bath Fragrance Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan Bath Fragrance Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China Bath Fragrance Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Chanel Basic Information

Table 63. Chanel Bath Fragrance Product Overview

Table 64. Chanel Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Chanel Business Overview

Table 66. Chanel SWOT Analysis

Table 67. Chanel Recent Developments

Table 68. Bvlgari Basic Information

Table 69. Bvlgari Bath Fragrance Product Overview

Table 70. Bvlgari Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. Bvlgari Business Overview

Table 72. Bvlgari SWOT Analysis

Table 73. Bvlgari Recent Developments

Table 74. L'Occitane Basic Information

Table 75. L'Occitane Bath Fragrance Product Overview

Table 76. L'Occitane Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. L'Occitane Business Overview

Table 78. L'Occitane SWOT Analysis

Table 79. L'Occitane Recent Developments

Table 80. Shiseido Basic Information

Table 81. Shiseido Bath Fragrance Product Overview

Table 82. Shiseido Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Shiseido Business Overview

Table 84. Shiseido Recent Developments

Table 85. Unilever Basic Information

Table 86. Unilever Bath Fragrance Product Overview

Table 87. Unilever Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. Unilever Business Overview

Table 89. Unilever Recent Developments

Table 90. PandG Basic Information

Table 91. PandG Bath Fragrance Product Overview

Table 92. PandG Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. PandG Business Overview

Table 94. PandG Recent Developments

Table 95. Olfaction N' Basic Information

Table 96. Olfaction N' Bath Fragrance Product Overview

Table 97. Olfaction N' Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 98. Olfaction N' Business Overview

Table 99. Olfaction N' Recent Developments

Table 100. Agilex Fragrances Basic Information

Table 101. Agilex Fragrances Bath Fragrance Product Overview

Table 102. Agilex Fragrances Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. Agilex Fragrances Business Overview

Table 104. Agilex Fragrances Recent Developments

Table 105. BrambleBerry Basic Information

Table 106. BrambleBerry Bath Fragrance Product Overview

Table 107. BrambleBerry Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. BrambleBerry Business Overview

Table 109. BrambleBerry Recent Developments

Table 110. Thymes Basic Information

Table 111. Thymes Bath Fragrance Product Overview

Table 112. Thymes Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. Thymes Business Overview

Table 114. Thymes Recent Developments

Table 115. Bath and Body Works India Basic Information

Table 116. Bath and Body Works India Bath Fragrance Product Overview

Table 117. Bath and Body Works India Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. Bath and Body Works India Business Overview

Table 119. Bath and Body Works India Recent Developments

Table 120. Jo Malone Basic Information

Table 121. Jo Malone Bath Fragrance Product Overview

Table 122. Jo Malone Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 123. Jo Malone Business Overview

Table 124. Jo Malone Recent Developments

Table 125. Aesop Basic Information

Table 126. Aesop Bath Fragrance Product Overview

Table 127. Aesop Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit)

and Gross Margin (2020-2025)

Table 128. Aesop Business Overview

Table 129. Aesop Recent Developments

Table 130. The Body Shop Basic Information

Table 131. The Body Shop Bath Fragrance Product Overview

Table 132. The Body Shop Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 133. The Body Shop Business Overview

Table 134. The Body Shop Recent Developments

Table 135. Diptyque Basic Information

Table 136. Diptyque Bath Fragrance Product Overview

Table 137. Diptyque Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 138. Diptyque Business Overview

Table 139. Diptyque Recent Developments

Table 140. Victoria's Secret Basic Information

Table 141. Victoria's Secret Bath Fragrance Product Overview

Table 142. Victoria's Secret Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 143. Victoria's Secret Business Overview

Table 144. Victoria's Secret Recent Developments

Table 145. Temple Spa Basic Information

Table 146. Temple Spa Bath Fragrance Product Overview

Table 147. Temple Spa Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 148. Temple Spa Business Overview

Table 149. Temple Spa Recent Developments

Table 150. Aura Cacia Basic Information

Table 151. Aura Cacia Bath Fragrance Product Overview

Table 152. Aura Cacia Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 153. Aura Cacia Business Overview

Table 154. Aura Cacia Recent Developments

Table 155. ESPA Basic Information

Table 156. ESPA Bath Fragrance Product Overview

Table 157. ESPA Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 158. ESPA Business Overview

Table 159. ESPA Recent Developments

Table 160. Aromatherapy Associates Basic Information
Table 161. Aromatherapy Associates Bath Fragrance Product Overview
Table 162. Aromatherapy Associates Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 163. Aromatherapy Associates Business Overview
Table 164. Aromatherapy Associates Recent Developments
Table 165. Scottish Fine Soaps Basic Information
Table 166. Scottish Fine Soaps Bath Fragrance Product Overview
Table 167. Scottish Fine Soaps Bath Fragrance Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 168. Scottish Fine Soaps Business Overview
Table 169. Scottish Fine Soaps Recent Developments
Table 170. Global Bath Fragrance Sales Forecast by Region (2026-2035) & (K Units)
Table 171. Global Bath Fragrance Market Size Forecast by Region (2026-2035) & (M USD)
Table 172. North America Bath Fragrance Sales Forecast by Country (2026-2035) & (K Units)
Table 173. North America Bath Fragrance Market Size Forecast by Country (2026-2035) & (M USD)
Table 174. Europe Bath Fragrance Sales Forecast by Country (2026-2035) & (K Units)
Table 175. Europe Bath Fragrance Market Size Forecast by Country (2026-2035) & (M USD)
Table 176. Asia Pacific Bath Fragrance Sales Forecast by Region (2026-2035) & (K Units)
Table 177. Asia Pacific Bath Fragrance Market Size Forecast by Region (2026-2035) & (M USD)
Table 178. South America Bath Fragrance Sales Forecast by Country (2026-2035) & (K Units)
Table 179. South America Bath Fragrance Market Size Forecast by Country (2026-2035) & (M USD)
Table 180. Middle East and Africa Bath Fragrance Sales Forecast by Country (2026-2035) & (Units)
Table 181. Middle East and Africa Bath Fragrance Market Size Forecast by Country (2026-2035) & (M USD)
Table 182. Global Bath Fragrance Sales Forecast by Type (2026-2035) & (K Units)
Table 183. Global Bath Fragrance Market Size Forecast by Type (2026-2035) & (M USD)
Table 184. Global Bath Fragrance Price Forecast by Type (2026-2035) & (USD/Unit)
Table 185. Global Bath Fragrance Sales (K Units) Forecast by Application (2026-2035)

Table 186. Global Bath Fragrance Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Bath Fragrance
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Bath Fragrance Market Size (M USD), 2025-2035
- Figure 5. Global Bath Fragrance Market Size (M USD) (2020-2035)
- Figure 6. Global Bath Fragrance Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Bath Fragrance Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Bath Fragrance Product Life Cycle
- Figure 13. Bath Fragrance Sales Share by Manufacturers in 2025
- Figure 14. Global Bath Fragrance Revenue Share by Manufacturers in 2025
- Figure 15. Bath Fragrance Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Bath Fragrance Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Bath Fragrance Revenue in 2025
- Figure 18. Industry Chain Map of Bath Fragrance
- Figure 19. Global Bath Fragrance Market PEST Analysis
- Figure 20. Global Bath Fragrance Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Bath Fragrance Market Share by Type
- Figure 27. Sales Market Share of Bath Fragrance by Type (2020-2025)
- Figure 28. Sales Market Share of Bath Fragrance by Type in 2025
- Figure 29. Market Share of Bath Fragrance by Type (2020-2025)
- Figure 30. Market Share of Bath Fragrance by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Bath Fragrance Market Share by Application

- Figure 33. Global Bath Fragrance Sales Market Share by Application (2020-2025)
- Figure 34. Global Bath Fragrance Sales Market Share by Application in 2025
- Figure 35. Global Bath Fragrance Market Share by Application (2020-2025)
- Figure 36. Global Bath Fragrance Market Share by Application in 2025
- Figure 37. Global Bath Fragrance Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Bath Fragrance Sales Market Share by Region (2020-2025)
- Figure 39. Global Bath Fragrance Market Size by Region (2020-2025)
- Figure 40. North America Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Bath Fragrance Sales Market Share by Country in 2024
- Figure 43. North America Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Bath Fragrance Market Size by Country in 2024
- Figure 45. U.S. Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Bath Fragrance Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Bath Fragrance Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Bath Fragrance Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Bath Fragrance Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Bath Fragrance Sales Market Share by Country in 2024
- Figure 53. Europe Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Bath Fragrance Market Size by Country in 2024
- Figure 55. Germany Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Bath Fragrance Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Bath Fragrance Sales Market Share by Region in 2024

Figure 67. Asia Pacific Bath Fragrance Market Size by Region in 2024

Figure 68. China Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Bath Fragrance Sales and Growth Rate (K Units)

Figure 79. South America Bath Fragrance Sales Market Share by Country in 2024

Figure 80. South America Bath Fragrance Market Size and Growth Rate (M USD)

Figure 81. South America Bath Fragrance Market Size by Country in 2024

Figure 82. Brazil Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Bath Fragrance Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Bath Fragrance Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Bath Fragrance Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Bath Fragrance Market Size by Region in 2024

Figure 92. Saudi Arabia Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 96. Egypt Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 97. Egypt Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 99. Nigeria Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Bath Fragrance Sales and Growth Rate (2020-2025) & (K Units)
- Figure 101. South Africa Bath Fragrance Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Bath Fragrance Production Market Share by Region (2020-2025)
- Figure 103. North America Bath Fragrance Production (K Units) Growth Rate (2020-2025)
- Figure 104. Europe Bath Fragrance Production (K Units) Growth Rate (2020-2025)
- Figure 105. Japan Bath Fragrance Production (K Units) Growth Rate (2020-2025)
- Figure 106. China Bath Fragrance Production (K Units) Growth Rate (2020-2025)
- Figure 107. Global Bath Fragrance Sales Forecast by Volume (2020-2035) & (K Units)
- Figure 108. Global Bath Fragrance Market Size Forecast by Value (2020-2035) & (M USD)
- Figure 109. Global Bath Fragrance Sales Market Share Forecast by Type (2026-2035)
- Figure 110. Global Bath Fragrance Market Share Forecast by Type (2026-2035)
- Figure 111. Global Bath Fragrance Sales Forecast by Application (2026-2035)
- Figure 112. Global Bath Fragrance Market Share Forecast by Application (2026-2035)

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