

Global Home Perfumes Market Research Report 2024, Forecast to 2032

<https://marketpublishers.com/r/G389955FFC78EN.html>

Date: October 2024

Pages: 134

Price: US\$ 3,400.00 (Single User License)

ID: G389955FFC78EN

Abstracts

Report Overview

Home perfumes, also known as room fragrances or home fragrances, are products designed to add a pleasant smell to the atmosphere of a home. Home perfumes are used to create a cozy and refreshing ambiance, mask unpleasant odors, and make a space more inviting. They can be used in any room of the house including living rooms, bedrooms, bathrooms, kitchens, and even closets.

The global Home Perfumes market size was estimated at USD 39750 million in 2023 and is projected to reach USD 76850.66 million by 2032, exhibiting a CAGR of 7.60% during the forecast period.

North America Home Perfumes market size was estimated at USD 11751.13 million in 2023, at a CAGR of 6.51% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Home Perfumes market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Home Perfumes Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps

the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Home Perfumes market in any manner.

Global Home Perfumes Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Chanel

Diptyque

Jo Malone

Dior

BVLGARI

Calvin Klein

Armani

VERSACE

Burberry

Guerlain

Serge Lutens

Hermes

L'Artisan Parfuemeur

Market Segmentation (by Type)

Eau de Parfum

Eau de Toilette

Other

Market Segmentation (by Application)

Online Sales

Offline Sales

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 Home Perfumes Market

Overview of the regional outlook of the Home Perfumes Market:

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

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 Home Perfumes 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 from the consumer side 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 Home Perfumes, 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 during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

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

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Home Perfumes

1.2 Key Market Segments

1.2.1 Home Perfumes Segment by Type

1.2.2 Home Perfumes 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 HOME PERFUMES MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Home Perfumes Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Home Perfumes Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 HOME PERFUMES MARKET COMPETITIVE LANDSCAPE

3.1 Global Home Perfumes Sales by Manufacturers (2019-2024)

3.2 Global Home Perfumes Revenue Market Share by Manufacturers (2019-2024)

3.3 Home Perfumes Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Home Perfumes Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Home Perfumes Sales Sites, Area Served, Product Type

3.6 Home Perfumes Market Competitive Situation and Trends

3.6.1 Home Perfumes Market Concentration Rate

3.6.2 Global 5 and 10 Largest Home Perfumes Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 HOME PERFUMES INDUSTRY CHAIN ANALYSIS

4.1 Home Perfumes 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 HOME PERFUMES MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 HOME PERFUMES MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Home Perfumes Sales Market Share by Type (2019-2024)

6.3 Global Home Perfumes Market Size Market Share by Type (2019-2024)

6.4 Global Home Perfumes Price by Type (2019-2024)

7 HOME PERFUMES MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Home Perfumes Market Sales by Application (2019-2024)

7.3 Global Home Perfumes Market Size (M USD) by Application (2019-2024)

7.4 Global Home Perfumes Sales Growth Rate by Application (2019-2024)

8 HOME PERFUMES MARKET CONSUMPTION BY REGION

8.1 Global Home Perfumes Sales by Region

8.1.1 Global Home Perfumes Sales by Region

8.1.2 Global Home Perfumes Sales Market Share by Region

8.2 North America

8.2.1 North America Home Perfumes Sales by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Home Perfumes Sales by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Home Perfumes Sales by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Home Perfumes Sales by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Home Perfumes Sales by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 HOME PERFUMES MARKET PRODUCTION BY REGION

9.1 Global Production of Home Perfumes by Region (2019-2024)

9.2 Global Home Perfumes Revenue Market Share by Region (2019-2024)

9.3 Global Home Perfumes Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Home Perfumes Production

9.4.1 North America Home Perfumes Production Growth Rate (2019-2024)

9.4.2 North America Home Perfumes Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Home Perfumes Production

- 9.5.1 Europe Home Perfumes Production Growth Rate (2019-2024)
- 9.5.2 Europe Home Perfumes Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Home Perfumes Production (2019-2024)
 - 9.6.1 Japan Home Perfumes Production Growth Rate (2019-2024)
 - 9.6.2 Japan Home Perfumes Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Home Perfumes Production (2019-2024)
 - 9.7.1 China Home Perfumes Production Growth Rate (2019-2024)
 - 9.7.2 China Home Perfumes Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Chanel

- 10.1.1 Chanel Home Perfumes Basic Information
- 10.1.2 Chanel Home Perfumes Product Overview
- 10.1.3 Chanel Home Perfumes Product Market Performance
- 10.1.4 Chanel Business Overview
- 10.1.5 Chanel Home Perfumes SWOT Analysis
- 10.1.6 Chanel Recent Developments

10.2 Diptyque

- 10.2.1 Diptyque Home Perfumes Basic Information
- 10.2.2 Diptyque Home Perfumes Product Overview
- 10.2.3 Diptyque Home Perfumes Product Market Performance
- 10.2.4 Diptyque Business Overview
- 10.2.5 Diptyque Home Perfumes SWOT Analysis
- 10.2.6 Diptyque Recent Developments

10.3 Jo Malone

- 10.3.1 Jo Malone Home Perfumes Basic Information
- 10.3.2 Jo Malone Home Perfumes Product Overview
- 10.3.3 Jo Malone Home Perfumes Product Market Performance
- 10.3.4 Jo Malone Home Perfumes SWOT Analysis
- 10.3.5 Jo Malone Business Overview
- 10.3.6 Jo Malone Recent Developments

10.4 Dior

- 10.4.1 Dior Home Perfumes Basic Information
- 10.4.2 Dior Home Perfumes Product Overview
- 10.4.3 Dior Home Perfumes Product Market Performance

- 10.4.4 Dior Business Overview
- 10.4.5 Dior Recent Developments
- 10.5 BVLGARI
 - 10.5.1 BVLGARI Home Perfumes Basic Information
 - 10.5.2 BVLGARI Home Perfumes Product Overview
 - 10.5.3 BVLGARI Home Perfumes Product Market Performance
 - 10.5.4 BVLGARI Business Overview
 - 10.5.5 BVLGARI Recent Developments
- 10.6 Calvin Klein
 - 10.6.1 Calvin Klein Home Perfumes Basic Information
 - 10.6.2 Calvin Klein Home Perfumes Product Overview
 - 10.6.3 Calvin Klein Home Perfumes Product Market Performance
 - 10.6.4 Calvin Klein Business Overview
 - 10.6.5 Calvin Klein Recent Developments
- 10.7 Armani
 - 10.7.1 Armani Home Perfumes Basic Information
 - 10.7.2 Armani Home Perfumes Product Overview
 - 10.7.3 Armani Home Perfumes Product Market Performance
 - 10.7.4 Armani Business Overview
 - 10.7.5 Armani Recent Developments
- 10.8 VERSACE
 - 10.8.1 VERSACE Home Perfumes Basic Information
 - 10.8.2 VERSACE Home Perfumes Product Overview
 - 10.8.3 VERSACE Home Perfumes Product Market Performance
 - 10.8.4 VERSACE Business Overview
 - 10.8.5 VERSACE Recent Developments
- 10.9 Burberry
 - 10.9.1 Burberry Home Perfumes Basic Information
 - 10.9.2 Burberry Home Perfumes Product Overview
 - 10.9.3 Burberry Home Perfumes Product Market Performance
 - 10.9.4 Burberry Business Overview
 - 10.9.5 Burberry Recent Developments
- 10.10 Guerlain
 - 10.10.1 Guerlain Home Perfumes Basic Information
 - 10.10.2 Guerlain Home Perfumes Product Overview
 - 10.10.3 Guerlain Home Perfumes Product Market Performance
 - 10.10.4 Guerlain Business Overview
 - 10.10.5 Guerlain Recent Developments
- 10.11 Serge Lutens

- 10.11.1 Serge Lutens Home Perfumes Basic Information
- 10.11.2 Serge Lutens Home Perfumes Product Overview
- 10.11.3 Serge Lutens Home Perfumes Product Market Performance
- 10.11.4 Serge Lutens Business Overview
- 10.11.5 Serge Lutens Recent Developments
- 10.12 Hermes
 - 10.12.1 Hermes Home Perfumes Basic Information
 - 10.12.2 Hermes Home Perfumes Product Overview
 - 10.12.3 Hermes Home Perfumes Product Market Performance
 - 10.12.4 Hermes Business Overview
 - 10.12.5 Hermes Recent Developments
- 10.13 L'Artisan Parfumeur
 - 10.13.1 L'Artisan Parfumeur Home Perfumes Basic Information
 - 10.13.2 L'Artisan Parfumeur Home Perfumes Product Overview
 - 10.13.3 L'Artisan Parfumeur Home Perfumes Product Market Performance
 - 10.13.4 L'Artisan Parfumeur Business Overview
 - 10.13.5 L'Artisan Parfumeur Recent Developments

11 HOME PERFUMES MARKET FORECAST BY REGION

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

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Home Perfumes Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Home Perfumes by Type (2025-2032)
 - 12.1.2 Global Home Perfumes Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Home Perfumes by Type (2025-2032)
- 12.2 Global Home Perfumes Market Forecast by Application (2025-2032)
 - 12.2.1 Global Home Perfumes Sales (K Units) Forecast by Application
 - 12.2.2 Global Home Perfumes Market Size (M USD) Forecast by Application (2025-2032)

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. Market Size (M USD) Segment Executive Summary
Table 4. Home Perfumes Market Size Comparison by Region (M USD)
Table 5. Global Home Perfumes Sales (K Units) by Manufacturers (2019-2024)
Table 6. Global Home Perfumes Sales Market Share by Manufacturers (2019-2024)
Table 7. Global Home Perfumes Revenue (M USD) by Manufacturers (2019-2024)
Table 8. Global Home Perfumes Revenue Share by Manufacturers (2019-2024)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Home Perfumes as of 2022)
Table 10. Global Market Home Perfumes Average Price (USD/Unit) of Key Manufacturers (2019-2024)
Table 11. Manufacturers Home Perfumes Sales Sites and Area Served
Table 12. Manufacturers Home Perfumes Product Type
Table 13. Global Home Perfumes Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Industry Chain Map of Home Perfumes
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. Home Perfumes Market Challenges
Table 22. Global Home Perfumes Sales by Type (K Units)
Table 23. Global Home Perfumes Market Size by Type (M USD)
Table 24. Global Home Perfumes Sales (K Units) by Type (2019-2024)
Table 25. Global Home Perfumes Sales Market Share by Type (2019-2024)
Table 26. Global Home Perfumes Market Size (M USD) by Type (2019-2024)
Table 27. Global Home Perfumes Market Size Share by Type (2019-2024)
Table 28. Global Home Perfumes Price (USD/Unit) by Type (2019-2024)
Table 29. Global Home Perfumes Sales (K Units) by Application
Table 30. Global Home Perfumes Market Size by Application
Table 31. Global Home Perfumes Sales by Application (2019-2024) & (K Units)
Table 32. Global Home Perfumes Sales Market Share by Application (2019-2024)

Table 33. Global Home Perfumes Sales by Application (2019-2024) & (M USD)
Table 34. Global Home Perfumes Market Share by Application (2019-2024)
Table 35. Global Home Perfumes Sales Growth Rate by Application (2019-2024)
Table 36. Global Home Perfumes Sales by Region (2019-2024) & (K Units)
Table 37. Global Home Perfumes Sales Market Share by Region (2019-2024)
Table 38. North America Home Perfumes Sales by Country (2019-2024) & (K Units)
Table 39. Europe Home Perfumes Sales by Country (2019-2024) & (K Units)
Table 40. Asia Pacific Home Perfumes Sales by Region (2019-2024) & (K Units)
Table 41. South America Home Perfumes Sales by Country (2019-2024) & (K Units)
Table 42. Middle East and Africa Home Perfumes Sales by Region (2019-2024) & (K Units)
Table 43. Global Home Perfumes Production (K Units) by Region (2019-2024)
Table 44. Global Home Perfumes Revenue (US\$ Million) by Region (2019-2024)
Table 45. Global Home Perfumes Revenue Market Share by Region (2019-2024)
Table 46. Global Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 47. North America Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 48. Europe Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 49. Japan Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 50. China Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 51. Chanel Home Perfumes Basic Information
Table 52. Chanel Home Perfumes Product Overview
Table 53. Chanel Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 54. Chanel Business Overview
Table 55. Chanel Home Perfumes SWOT Analysis
Table 56. Chanel Recent Developments
Table 57. Diptyque Home Perfumes Basic Information
Table 58. Diptyque Home Perfumes Product Overview
Table 59. Diptyque Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 60. Diptyque Business Overview
Table 61. Diptyque Home Perfumes SWOT Analysis
Table 62. Diptyque Recent Developments
Table 63. Jo Malone Home Perfumes Basic Information

Table 64. Jo Malone Home Perfumes Product Overview
Table 65. Jo Malone Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 66. Jo Malone Home Perfumes SWOT Analysis
Table 67. Jo Malone Business Overview
Table 68. Jo Malone Recent Developments
Table 69. Dior Home Perfumes Basic Information
Table 70. Dior Home Perfumes Product Overview
Table 71. Dior Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 72. Dior Business Overview
Table 73. Dior Recent Developments
Table 74. BVLGARI Home Perfumes Basic Information
Table 75. BVLGARI Home Perfumes Product Overview
Table 76. BVLGARI Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 77. BVLGARI Business Overview
Table 78. BVLGARI Recent Developments
Table 79. Calvin Klein Home Perfumes Basic Information
Table 80. Calvin Klein Home Perfumes Product Overview
Table 81. Calvin Klein Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 82. Calvin Klein Business Overview
Table 83. Calvin Klein Recent Developments
Table 84. Armani Home Perfumes Basic Information
Table 85. Armani Home Perfumes Product Overview
Table 86. Armani Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 87. Armani Business Overview
Table 88. Armani Recent Developments
Table 89. VERSACE Home Perfumes Basic Information
Table 90. VERSACE Home Perfumes Product Overview
Table 91. VERSACE Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 92. VERSACE Business Overview
Table 93. VERSACE Recent Developments
Table 94. Burberry Home Perfumes Basic Information
Table 95. Burberry Home Perfumes Product Overview
Table 96. Burberry Home Perfumes Sales (K Units), Revenue (M USD), Price

(USD/Unit) and Gross Margin (2019-2024)

Table 97. Burberry Business Overview

Table 98. Burberry Recent Developments

Table 99. Guerlain Home Perfumes Basic Information

Table 100. Guerlain Home Perfumes Product Overview

Table 101. Guerlain Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 102. Guerlain Business Overview

Table 103. Guerlain Recent Developments

Table 104. Serge Lutens Home Perfumes Basic Information

Table 105. Serge Lutens Home Perfumes Product Overview

Table 106. Serge Lutens Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 107. Serge Lutens Business Overview

Table 108. Serge Lutens Recent Developments

Table 109. Hermes Home Perfumes Basic Information

Table 110. Hermes Home Perfumes Product Overview

Table 111. Hermes Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 112. Hermes Business Overview

Table 113. Hermes Recent Developments

Table 114. L'Artisan Parfumeur Home Perfumes Basic Information

Table 115. L'Artisan Parfumeur Home Perfumes Product Overview

Table 116. L'Artisan Parfumeur Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 117. L'Artisan Parfumeur Business Overview

Table 118. L'Artisan Parfumeur Recent Developments

Table 119. Global Home Perfumes Sales Forecast by Region (2025-2032) & (K Units)

Table 120. Global Home Perfumes Market Size Forecast by Region (2025-2032) & (M USD)

Table 121. North America Home Perfumes Sales Forecast by Country (2025-2032) & (K Units)

Table 122. North America Home Perfumes Market Size Forecast by Country (2025-2032) & (M USD)

Table 123. Europe Home Perfumes Sales Forecast by Country (2025-2032) & (K Units)

Table 124. Europe Home Perfumes Market Size Forecast by Country (2025-2032) & (M USD)

Table 125. Asia Pacific Home Perfumes Sales Forecast by Region (2025-2032) & (K Units)

Table 126. Asia Pacific Home Perfumes Market Size Forecast by Region (2025-2032) & (M USD)

Table 127. South America Home Perfumes Sales Forecast by Country (2025-2032) & (K Units)

Table 128. South America Home Perfumes Market Size Forecast by Country (2025-2032) & (M USD)

Table 129. Middle East and Africa Home Perfumes Consumption Forecast by Country (2025-2032) & (Units)

Table 130. Middle East and Africa Home Perfumes Market Size Forecast by Country (2025-2032) & (M USD)

Table 131. Global Home Perfumes Sales Forecast by Type (2025-2032) & (K Units)

Table 132. Global Home Perfumes Market Size Forecast by Type (2025-2032) & (M USD)

Table 133. Global Home Perfumes Price Forecast by Type (2025-2032) & (USD/Unit)

Table 134. Global Home Perfumes Sales (K Units) Forecast by Application (2025-2032)

Table 135. Global Home Perfumes Market Size Forecast by Application (2025-2032) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Home Perfumes
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Home Perfumes Market Size (M USD), 2019-2032
- Figure 5. Global Home Perfumes Market Size (M USD) (2019-2032)
- Figure 6. Global Home Perfumes Sales (K Units) & (2019-2032)
- 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. Home Perfumes Market Size by Country (M USD)
- Figure 11. Home Perfumes Sales Share by Manufacturers in 2023
- Figure 12. Global Home Perfumes Revenue Share by Manufacturers in 2023
- Figure 13. Home Perfumes Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Home Perfumes Average Price (USD/Unit) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Home Perfumes Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Home Perfumes Market Share by Type
- Figure 18. Sales Market Share of Home Perfumes by Type (2019-2024)
- Figure 19. Sales Market Share of Home Perfumes by Type in 2023
- Figure 20. Market Size Share of Home Perfumes by Type (2019-2024)
- Figure 21. Market Size Market Share of Home Perfumes by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Home Perfumes Market Share by Application
- Figure 24. Global Home Perfumes Sales Market Share by Application (2019-2024)
- Figure 25. Global Home Perfumes Sales Market Share by Application in 2023
- Figure 26. Global Home Perfumes Market Share by Application (2019-2024)
- Figure 27. Global Home Perfumes Market Share by Application in 2023
- Figure 28. Global Home Perfumes Sales Growth Rate by Application (2019-2024)
- Figure 29. Global Home Perfumes Sales Market Share by Region (2019-2024)
- Figure 30. North America Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 31. North America Home Perfumes Sales Market Share by Country in 2023

- Figure 32. U.S. Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 33. Canada Home Perfumes Sales (K Units) and Growth Rate (2019-2024)
- Figure 34. Mexico Home Perfumes Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 36. Europe Home Perfumes Sales Market Share by Country in 2023
- Figure 37. Germany Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 38. France Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 39. U.K. Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 40. Italy Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 41. Russia Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 42. Asia Pacific Home Perfumes Sales and Growth Rate (K Units)
- Figure 43. Asia Pacific Home Perfumes Sales Market Share by Region in 2023
- Figure 44. China Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 45. Japan Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 46. South Korea Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 47. India Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 48. Southeast Asia Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 49. South America Home Perfumes Sales and Growth Rate (K Units)
- Figure 50. South America Home Perfumes Sales Market Share by Country in 2023
- Figure 51. Brazil Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 52. Argentina Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 53. Columbia Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 54. Middle East and Africa Home Perfumes Sales and Growth Rate (K Units)
- Figure 55. Middle East and Africa Home Perfumes Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 57. UAE Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 58. Egypt Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 59. Nigeria Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 60. South Africa Home Perfumes Sales and Growth Rate (2019-2024) & (K Units)
- Figure 61. Global Home Perfumes Production Market Share by Region (2019-2024)
- Figure 62. North America Home Perfumes Production (K Units) Growth Rate (2019-2024)
- Figure 63. Europe Home Perfumes Production (K Units) Growth Rate (2019-2024)
- Figure 64. Japan Home Perfumes Production (K Units) Growth Rate (2019-2024)

Figure 65. China Home Perfumes Production (K Units) Growth Rate (2019-2024)

Figure 66. Global Home Perfumes Sales Forecast by Volume (2019-2032) & (K Units)

Figure 67. Global Home Perfumes Market Size Forecast by Value (2019-2032) & (M USD)

Figure 68. Global Home Perfumes Sales Market Share Forecast by Type (2025-2032)

Figure 69. Global Home Perfumes Market Share Forecast by Type (2025-2032)

Figure 70. Global Home Perfumes Sales Forecast by Application (2025-2032)

Figure 71. Global Home Perfumes Market Share Forecast by Application (2025-2032)

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