

# Global Home Perfumes Market Research Report 2025(Status and Outlook)

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## 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.

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 Parfumeur

### 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 (USD Billion) 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 and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### Table of 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 Global Home Perfumes Market Overview

##### 2.1 Global Market Overview

###### 2.1.1 Global Home Perfumes Market Size (M USD) Estimates and Forecasts (2020-2033)

###### 2.1.2 Global Home Perfumes Sales Estimates and Forecasts (2020-2033)

##### 2.2 Market Segment Executive Summary

##### 2.3 Global Market Size by Region

#### 3 Global Home Perfumes Market Competitive Landscape

##### 3.1 Company Assessment Quadrant

##### 3.2 Global Home Perfumes Product Life Cycle

##### 3.3 Global Home Perfumes Sales by Manufacturers (2020-2025)

##### 3.4 Global Home Perfumes Revenue Market Share by Manufacturers (2020-2025)

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

##### 3.6 Global Home Perfumes Average Price by Manufacturers (2020-2025)

##### 3.7 Manufacturers Home Perfumes Manufacturing Sites, Area Served, Product Type

##### 3.8 Home Perfumes Market Competitive Situation and Trends

###### 3.8.1 Home Perfumes Market Concentration Rate

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

###### 3.8.3 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 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 Home Perfumes Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 Global Trade Frictions and Their Impacts to Home Perfumes Market
- 5.7 ESG Ratings of Leading Companies
- 6 Global Home Perfumes Market by Region
  - 6.1 Global Home Perfumes Market Size by Region
    - 6.1.1 Global Home Perfumes Market Size by Region
    - 6.1.2 Global Home Perfumes Market Size Market Share by Region
  - 6.2 Global Home Perfumes Sales by Region
    - 6.2.1 Global Home Perfumes Sales by Region
    - 6.2.2 Global Home Perfumes Sales Market Share by Region
- 7 North America Market Overview
  - 7.1 North America Home Perfumes Market Size by Country
    - 7.1.1 USA Market Overview
    - 7.1.2 Canada Market Overview
    - 7.1.3 Mexico Market Overview
  - 7.2 North America Home Perfumes Market Size by Type
  - 7.3 North America Home Perfumes Market Size by Application
- 8 Europe Market Overview
  - 8.1 Europe Home Perfumes Market Size by Country
    - 8.1.1 Germany Market Overview
    - 8.1.2 France Market Overview
    - 8.1.3 U.K. Market Overview
    - 8.1.4 Italy Market Overview
    - 8.1.5 Spain Market Overview
  - 8.2 Europe Home Perfumes Market Size by Type



|                                                                                            |  |
|--------------------------------------------------------------------------------------------|--|
| 8.3 Europe Home Perfumes Market Size by Application                                        |  |
| 9 Asia-Pacific Market Overview                                                             |  |
| 9.1 Asia-Pacific Home Perfumes Market Size by Country                                      |  |
| 9.1.1 China Market Overview                                                                |  |
| 9.1.2 Japan Market Overview                                                                |  |
| 9.1.3 South Korea Market Overview                                                          |  |
| 9.1.4 India Market Overview                                                                |  |
| 9.1.5 Southeast Asia Market Overview                                                       |  |
| 9.2 Asia-Pacific Home Perfumes Market Size by Type                                         |  |
| 9.3 Asia-Pacific Home Perfumes Market Size by Application                                  |  |
| 10 South America Market Overview                                                           |  |
| 10.1 South America Home Perfumes Market Size by Country                                    |  |
| 10.1.1 Brazil Market Overview                                                              |  |
| 10.1.2 Argentina Market Overview                                                           |  |
| 10.1.3 Columbia Market Overview                                                            |  |
| 10.2 South America Home Perfumes Market Size by Type                                       |  |
| 10.3 South America Home Perfumes Market Size by Application                                |  |
| 11 Middle East and Africa Market Overview                                                  |  |
| 11.1 Middle East and Africa Home Perfumes Market Size by Country                           |  |
| 11.1.1 Saudi Arabia Market Overview                                                        |  |
| 11.1.2 UAE Market Overview                                                                 |  |
| 11.1.3 Egypt Market Overview                                                               |  |
| 11.1.4 Nigeria Market Overview                                                             |  |
| 11.1.5 South Africa Market Overview                                                        |  |
| 11.2 Middle East and Africa Home Perfumes Market Size by Type                              |  |
| 11.3 Middle East and Africa Home Perfumes Market Size by Application                       |  |
| 12 Home Perfumes Market Production by Region                                               |  |
| 12.1 Global Production of Home Perfumes by Region(2020-2025)                               |  |
| 12.2 Global Home Perfumes Revenue Market Share by Region (2020-2025)                       |  |
| 12.3 Global Home Perfumes Production, Revenue, Price and Gross Margin (2020-2025)          |  |
| 12.4 North America Home Perfumes Production                                                |  |
| 12.4.1 North America Home Perfumes Production Growth Rate (2020-2025)                      |  |
| 12.4.2 North America Home Perfumes Production, Revenue, Price and Gross Margin (2020-2025) |  |
| 12.5 Europe Home Perfumes Production                                                       |  |
| 12.5.1 Europe Home Perfumes Production Growth Rate (2020-2025)                             |  |
| 12.5.2 Europe Home Perfumes Production, Revenue, Price and Gross Margin (2020-2025)        |  |

- 12.6 Japan Home Perfumes Production (2020-2025)
  - 12.6.1 Japan Home Perfumes Production Growth Rate (2020-2025)
  - 12.6.2 Japan Home Perfumes Production, Revenue, Price and Gross Margin (2020-2025)
- 12.7 China Home Perfumes Production (2020-2025)
  - 12.7.1 China Home Perfumes Production Growth Rate (2020-2025)
  - 12.7.2 China Home Perfumes Production, Revenue, Price and Gross Margin (2020-2025)
- 13 Home Perfumes Market Segmentation by Type
  - 13.1 Evaluation Matrix of Segment Market Development Potential (Type)
  - 13.2 Global Home Perfumes Sales Market Share by Type (2020-2033)
  - 13.3 Global Home Perfumes Market Size Market Share by Type (2020-2033)
  - 13.4 Global Home Perfumes Price by Type (2020-2033)
- 14 Home Perfumes Market Segmentation by Application
  - 14.1 Evaluation Matrix of Segment Market Development Potential (Application)
  - 14.2 Global Home Perfumes Market Sales by Application (2020-2033)
  - 14.3 Global Home Perfumes Market Size (M USD) by Application (2020-2033)
  - 14.4 Global Home Perfumes Sales Growth Rate by Application (2020-2033)
- 15 Key Companies Profile
  - 15.1 Chanel
    - 15.1.1 Chanel Basic Information
    - 15.1.2 Chanel Home Perfumes Product Overview
    - 15.1.3 Chanel Home Perfumes Product Market Performance
    - 15.1.4 Chanel Business Overview
    - 15.1.5 Chanel SWOT Analysis
    - 15.1.6 Chanel Recent Developments
  - 15.2 Diptyque
    - 15.2.1 Diptyque Basic Information
    - 15.2.2 Diptyque Home Perfumes Product Overview
    - 15.2.3 Diptyque Home Perfumes Product Market Performance
    - 15.2.4 Diptyque Business Overview
    - 15.2.5 Diptyque SWOT Analysis
    - 15.2.6 Diptyque Recent Developments
  - 15.3 Jo Malone
    - 15.3.1 Jo Malone Basic Information
    - 15.3.2 Jo Malone Home Perfumes Product Overview
    - 15.3.3 Jo Malone Home Perfumes Product Market Performance
    - 15.3.4 Jo Malone Business Overview
    - 15.3.5 Jo Malone SWOT Analysis

### 15.3.6 Jo Malone Recent Developments

## 15.4 Dior

### 15.4.1 Dior Basic Information

### 15.4.2 Dior Home Perfumes Product Overview

### 15.4.3 Dior Home Perfumes Product Market Performance

### 15.4.4 Dior Business Overview

### 15.4.5 Dior Recent Developments

## 15.5 BVLGARI

### 15.5.1 BVLGARI Basic Information

### 15.5.2 BVLGARI Home Perfumes Product Overview

### 15.5.3 BVLGARI Home Perfumes Product Market Performance

### 15.5.4 BVLGARI Business Overview

### 15.5.5 BVLGARI Recent Developments

## 15.6 Calvin Klein

### 15.6.1 Calvin Klein Basic Information

### 15.6.2 Calvin Klein Home Perfumes Product Overview

### 15.6.3 Calvin Klein Home Perfumes Product Market Performance

### 15.6.4 Calvin Klein Business Overview

### 15.6.5 Calvin Klein Recent Developments

## 15.7 Armani

### 15.7.1 Armani Basic Information

### 15.7.2 Armani Home Perfumes Product Overview

### 15.7.3 Armani Home Perfumes Product Market Performance

### 15.7.4 Armani Business Overview

### 15.7.5 Armani Recent Developments

## 15.8 VERSACE

### 15.8.1 VERSACE Basic Information

### 15.8.2 VERSACE Home Perfumes Product Overview

### 15.8.3 VERSACE Home Perfumes Product Market Performance

### 15.8.4 VERSACE Business Overview

### 15.8.5 VERSACE Recent Developments

## 15.9 Burberry

### 15.9.1 Burberry Basic Information

### 15.9.2 Burberry Home Perfumes Product Overview

### 15.9.3 Burberry Home Perfumes Product Market Performance

### 15.9.4 Burberry Business Overview

### 15.9.5 Burberry Recent Developments

## 15.10 Guerlain

### 15.10.1 Guerlain Basic Information

|           |                                                                                                |
|-----------|------------------------------------------------------------------------------------------------|
| 15.10.2   | Guerlain Home Perfumes Product Overview                                                        |
| 15.10.3   | Guerlain Home Perfumes Product Market Performance                                              |
| 15.10.4   | Guerlain Business Overview                                                                     |
| 15.10.5   | Guerlain Recent Developments                                                                   |
| 15.11     | Serge Lutens                                                                                   |
| 15.11.1   | Serge Lutens Basic Information                                                                 |
| 15.11.2   | Serge Lutens Home Perfumes Product Overview                                                    |
| 15.11.3   | Serge Lutens Home Perfumes Product Market Performance                                          |
| 15.11.4   | Serge Lutens Business Overview                                                                 |
| 15.11.5   | Serge Lutens Recent Developments                                                               |
| 15.12     | Hermes                                                                                         |
| 15.12.1   | Hermes Basic Information                                                                       |
| 15.12.2   | Hermes Home Perfumes Product Overview                                                          |
| 15.12.3   | Hermes Home Perfumes Product Market Performance                                                |
| 15.12.4   | Hermes Business Overview                                                                       |
| 15.12.5   | Hermes Recent Developments                                                                     |
| 15.13     | L'Artisan Parfuemur                                                                            |
| 15.13.1   | L'Artisan Parfuemur Basic Information                                                          |
| 15.13.2   | L'Artisan Parfuemur Home Perfumes Product Overview                                             |
| 15.13.3   | L'Artisan Parfuemur Home Perfumes Product Market Performance                                   |
| 15.13.4   | L'Artisan Parfuemur Business Overview                                                          |
| 15.13.5   | L'Artisan Parfuemur Recent Developments                                                        |
| 16        | Conclusion and Key Findings                                                                    |
|           | List of Tables                                                                                 |
| Table 1.  | Introduction of the Type                                                                       |
| Table 2.  | Introduction of the Application                                                                |
| Table 3.  | Global Home Perfumes Market Size by Type (M USD)                                               |
| Table 4.  | Global Home Perfumes Market Size by Application (M USD)                                        |
| Table 5.  | Home Perfumes Market Size Comparison by Region (M USD)                                         |
| Table 6.  | Global Home Perfumes Sales (K Units) by Manufacturers (2020-2025)                              |
| Table 7.  | Global Home Perfumes Sales Market Share by Manufacturers (2020-2025)                           |
| Table 8.  | Global Home Perfumes Revenue (M USD) by Manufacturers (2020-2025)                              |
| Table 9.  | Global Home Perfumes Revenue Share by Manufacturers (2020-2025)                                |
| Table 10. | Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Home Perfumes as of 2024) |
| Table 11. | Global Market Home Perfumes Average Price (USD/Unit) of Key Manufacturers (2020-2025)          |
| Table 12. | Manufacturers Home Perfumes Manufacturing Sites and Area Served                                |
| Table 13. | Manufacturers Home Perfumes Product Type                                                       |
| Table 14. | Global Home Perfumes 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. Home Perfumes Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 25. Home Perfumes Market Size Comparison by Region (M USD)

Table 26. Global Home Perfumes Market Size by Region (2020-2033) & (M USD)

Table 27. Global Home Perfumes Market Size Market Share by Region (2020-2033)

Table 28. Global Home Perfumes Sales by Region (2020-2033) & (K Units)

Table 29. Global Home Perfumes Sales Market Share by Region (2020-2033)

Table 30. North America Home Perfumes Market Size by Country (2020-2033) & (M USD)

Table 31. North America Home Perfumes Sales by Country (2020-2033) & (K Units)

Table 32. North America Home Perfumes Sales by Type (K Units)

Table 33. North America Home Perfumes Market Size by Type (M USD)

Table 34. North America Home Perfumes Sales (K Units) by Type (2020-2033)

Table 35. North America Home Perfumes Market Size (M USD) by Type (2020-2033)

Table 36. North America Home Perfumes Sales by Application (K Units)

Table 37. North America Home Perfumes Market Size by Application (M USD)

Table 38. North America Home Perfumes Sales (K Units) by Application (2020-2033)

Table 39. North America Home Perfumes Market Size (M USD) by Application (2020-2033)

Table 40. Europe Home Perfumes Market Size by Country (2020-2033) & (M USD)

Table 41. Europe Home Perfumes Sales by Country (2020-2033) & (K Units)

Table 42. Europe Home Perfumes Sales by Type (K Units)

Table 43. Europe Home Perfumes Market Size by Type (M USD)

Table 44. Europe Home Perfumes Sales (K Units) by Type (2020-2033)

Table 45. Europe Home Perfumes Market Size (M USD) by Type (2020-2033)

Table 46. Europe Home Perfumes Sales by Application (K Units)

Table 47. Europe Home Perfumes Market Size by Application (M USD)

Table 48. Europe Home Perfumes Sales (K Units) by Application (2020-2033)

Table 49. Europe Home Perfumes Market Size (M USD) by Application (2020-2033)

Table 50. Asia-Pacific Home Perfumes Market Size by Country (2020-2025) & (M USD)

Table 51. Asia-Pacific Home Perfumes Sales by Country (2020-2025) & (K Units)

Table 52. Asia-Pacific Home Perfumes Sales by Type (K Units)

Table 53. Asia-Pacific Home Perfumes Market Size by Type (M USD)

Table 54. Asia-Pacific Home Perfumes Sales (K Units) by Type (2020-2033)

Table 55. Asia-Pacific Home Perfumes Market Size (M USD) by Type (2020-2025)

Table 56. Asia-Pacific Home Perfumes Sales by Application (K Units)

Table 57. Asia-Pacific Home Perfumes Market Size by Application (M USD)

Table 58. Asia-Pacific Home Perfumes Sales (K Units) by Application (2020-2033)

Table 59. Asia-Pacific Home Perfumes Market Size (M USD) by Application  
(2020-2025)

Table 60. South America Home Perfumes Market Size by Country (2020-2033) & (M  
USD)

Table 61. South America Home Perfumes Sales by Country (2020-2033) & (K Units)

Table 62. South America Home Perfumes Sales by Type (K Units)

Table 63. South America Home Perfumes Market Size by Type (M USD)

Table 64. South America Home Perfumes Sales (K Units) by Type (2020-2033)

Table 65. South America Home Perfumes Market Size (M USD) by Type (2020-2033)

Table 66. South America Home Perfumes Sales by Application (K Units)

Table 67. South America Home Perfumes Market Size by Application (M USD)

Table 68. South America Home Perfumes Sales (K Units) by Application (2020-2033)

Table 69. South America Home Perfumes Market Size (M USD) by Application  
(2020-2033)

Table 70. Middle East and Africa Home Perfumes Market Size by Country (2020-2033)  
& (M USD)

Table 71. Middle East and Africa Home Perfumes Sales by Country (2020-2033) & (K  
Units)

Table 72. Middle East and Africa Home Perfumes Sales by Type (K Units)

Table 73. Middle East and Africa Home Perfumes Market Size by Type (M USD)

Table 74. Middle East and Africa Home Perfumes Sales (K Units) by Type (2020-2033)

Table 75. Middle East and Africa Home Perfumes Market Size (M USD) by Type  
(2020-2033)

Table 76. Middle East and Africa Home Perfumes Sales by Application (K Units)

Table 77. Middle East and Africa Home Perfumes Market Size by Application (M USD)

Table 78. Middle East and Africa Home Perfumes Sales (K Units) by Application  
(2020-2033)

Table 79. Middle East and Africa Home Perfumes Market Size (M USD) by Application  
(2020-2033)

Table 80. Global Home Perfumes Production (K Units) by Region(2020-2025)

Table 81. Global Home Perfumes Revenue (US\$ Million) by Region (2020-2025)



|                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------|
| Table 82. Global Home Perfumes Revenue Market Share by Region (2020-2025)                                                         |
| Table 83. Global Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)        |
| Table 84. North America Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025) |
| Table 85. Europe Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)        |
| Table 86. Japan Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)         |
| Table 87. China Home Perfumes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)         |
| Table 88. Global Home Perfumes Sales by Type (K Units)                                                                            |
| Table 89. Global Home Perfumes Market Size by Type (M USD)                                                                        |
| Table 90. Global Home Perfumes Sales (K Units) by Type (2020-2033)                                                                |
| Table 91. Global Home Perfumes Sales Market Share by Type (2020-2033)                                                             |
| Table 92. Global Home Perfumes Market Size (M USD) by Type (2020-2033)                                                            |
| Table 93. Global Home Perfumes Market Size Share by Type (2020-2033)                                                              |
| Table 94. Global Home Perfumes Sales (K Units) by Application                                                                     |
| Table 95. Global Home Perfumes Market Size by Application(M USD)                                                                  |
| Table 96. Global Home Perfumes Sales by Application (2020-2033) & (K Units)                                                       |
| Table 97. Global Home Perfumes Sales Market Share by Application (2020-2033)                                                      |
| Table 98. Global Home Perfumes Market Size by Application (2020-2033) & (M USD)                                                   |
| Table 99. Global Home Perfumes Market Share by Application (2020-2033)                                                            |
| Table 100. Global Home Perfumes Sales Growth Rate by Application (2020-2033)                                                      |
| Table 101. Chanel Basic Information                                                                                               |
| Table 102. Chanel Home Perfumes Product Overview                                                                                  |
| Table 103. Chanel Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)                   |
| Table 104. Chanel Business Overview                                                                                               |
| Table 105. Chanel SWOT Analysis                                                                                                   |
| Table 106. Chanel Recent Developments                                                                                             |
| Table 107. Diptyque Basic Information                                                                                             |
| Table 108. Diptyque Home Perfumes Product Overview                                                                                |
| Table 109. Diptyque Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)                 |
| Table 110. Diptyque Business Overview                                                                                             |
| Table 111. Diptyque SWOT Analysis                                                                                                 |
| Table 112. Diptyque Recent Developments                                                                                           |
| Table 113. Jo Malone Basic Information                                                                                            |

|                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------|
| Table 114. Jo Malone Home Perfumes Product Overview                                                                   |
| Table 115. Jo Malone Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)    |
| Table 116. Jo Malone Business Overview                                                                                |
| Table 117. Jo Malone SWOT Analysis                                                                                    |
| Table 118. Jo Malone Recent Developments                                                                              |
| Table 119. Dior Basic Information                                                                                     |
| Table 120. Dior Home Perfumes Product Overview                                                                        |
| Table 121. Dior Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)         |
| Table 122. Dior Business Overview                                                                                     |
| Table 123. Dior Recent Developments                                                                                   |
| Table 124. BVLGARI Basic Information                                                                                  |
| Table 125. BVLGARI Home Perfumes Product Overview                                                                     |
| Table 126. BVLGARI Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)      |
| Table 127. BVLGARI Business Overview                                                                                  |
| Table 128. BVLGARI Recent Developments                                                                                |
| Table 129. Calvin Klein Basic Information                                                                             |
| Table 130. Calvin Klein Home Perfumes Product Overview                                                                |
| Table 131. Calvin Klein Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025) |
| Table 132. Calvin Klein Business Overview                                                                             |
| Table 133. Calvin Klein Recent Developments                                                                           |
| Table 134. Armani Basic Information                                                                                   |
| Table 135. Armani Home Perfumes Product Overview                                                                      |
| Table 136. Armani Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)       |
| Table 137. Armani Business Overview                                                                                   |
| Table 138. Armani Recent Developments                                                                                 |
| Table 139. VERSACE Basic Information                                                                                  |
| Table 140. VERSACE Home Perfumes Product Overview                                                                     |
| Table 141. VERSACE Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)      |
| Table 142. VERSACE Business Overview                                                                                  |
| Table 143. VERSACE Recent Developments                                                                                |
| Table 144. Burberry Basic Information                                                                                 |
| Table 145. Burberry Home Perfumes Product Overview                                                                    |
| Table 146. Burberry Home Perfumes Sales (K Units), Revenue (M USD), Price                                             |



(USD/Unit) and Gross Margin (2020-2025)

Table 147. Burberry Business Overview

Table 148. Burberry Recent Developments

Table 149. Guerlain Basic Information

Table 150. Guerlain Home Perfumes Product Overview

Table 151. Guerlain Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 152. Guerlain Business Overview

Table 153. Guerlain Recent Developments

Table 154. Serge Lutens Basic Information

Table 155. Serge Lutens Home Perfumes Product Overview

Table 156. Serge Lutens Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 157. Serge Lutens Business Overview

Table 158. Serge Lutens Recent Developments

Table 159. Hermes Basic Information

Table 160. Hermes Home Perfumes Product Overview

Table 161. Hermes Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 162. Hermes Business Overview

Table 163. Hermes Recent Developments

Table 164. L'Artisan Parfumeur Basic Information

Table 165. L'Artisan Parfumeur Home Perfumes Product Overview

Table 166. L'Artisan Parfumeur Home Perfumes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 167. L'Artisan Parfumeur Business Overview

Table 168. L'Artisan Parfumeur Recent Developments

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), 2024-2033

Figure 5. Global Home Perfumes Market Size (M USD) (2020-2033)

Figure 6. Global Home Perfumes Sales (K Units) & (2020-2033)

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. Company Assessment Quadrant

- Figure 12. Global Home Perfumes Product Life Cycle
- Figure 13. Home Perfumes Sales Share by Manufacturers in 2024
- Figure 14. Global Home Perfumes Revenue Share by Manufacturers in 2024
- Figure 15. Home Perfumes Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Home Perfumes Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Home Perfumes Revenue in 2024
- Figure 18. Industry Chain Map of Home Perfumes
- Figure 19. Global Home Perfumes Market PEST Analysis
- Figure 20. Global Home Perfumes 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 Regional Market Development Potential
- Figure 26. Global Home Perfumes Market Size by Region
- Figure 27. Global Home Perfumes Market Size Market Share by Region (2020-2033)
- Figure 28. Global Home Perfumes Sales Market Share by Region (2020-2033)
- Figure 29. North American Market Snapshot
- Figure 30. North America Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)
- Figure 31. North America Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)
- Figure 32. North America Home Perfumes Market Size (M USD) by Country
- Figure 33. USA Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)
- Figure 34. USA Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)
- Figure 35. Canada Home Perfumes Sales (K Units) and Growth Rate (2020-2033)
- Figure 36. Canada Home Perfumes Market Size (M USD) and Growth Rate (2020-2033)
- Figure 37. Mexico Home Perfumes Sales (Units) and Growth Rate (2020-2033)
- Figure 38. Mexico Home Perfumes Market Size (M USD) and Growth Rate (2020-2033)
- Figure 39. North America Home Perfumes Market Size (M USD) by Type
- Figure 40. North America Home Perfumes Market Size (M USD) by Application
- Figure 41. Europe Market Snapshot
- Figure 42. Europe Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)
- Figure 43. Europe Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 44. Europe Home Perfumes Market Size (M USD) by Country

Figure 45. Germany Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 46. Germany Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 47. France Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 48. France Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 49. U.K. Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 50. U.K. Home Perfumes Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Italy Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 52. Italy Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 53. Spain Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 54. Spain Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 55. Europe Home Perfumes Market Size (M USD) by Type

Figure 56. Europe Home Perfumes Market Size (M USD) by Application

Figure 57. Asia-Pacific Market Snapshot

Figure 58. Asia-Pacific Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 59. Asia-Pacific Home Perfumes Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. Asia-Pacific Home Perfumes Market Size (M USD) by Country

Figure 61. China Home Perfumes Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. China Home Perfumes Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Japan Home Perfumes Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Japan Home Perfumes Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. South Korea Home Perfumes Sales and Growth Rate (2020-2025) & (K Units)

Figure 66. South Korea Home Perfumes Market Size and Growth Rate (2020-2025) & (M USD)

Figure 67. India Home Perfumes Sales and Growth Rate (2020-2025) & (K Units)

Figure 68. India Home Perfumes Market Size and Growth Rate (2020-2025) & (M USD)

Figure 69. Southeast Asia Home Perfumes Sales and Growth Rate (2020-2025) & (K Units)

Figure 70. Southeast Asia Home Perfumes Market Size and Growth Rate (2020-2025) & (M USD)

Figure 71. Asia-Pacific Home Perfumes Market Size (M USD) by Type

Figure 72. Asia-Pacific Home Perfumes Market Size (M USD) by Application

Figure 73. South America Market Snapshot

Figure 74. South America Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 75. South America Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 76. South America Home Perfumes Market Size (M USD) by Country

Figure 77. Brazil Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 78. Brazil Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 79. Argentina Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 80. Argentina Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 81. Columbia Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 82. Columbia Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 83. South America Home Perfumes Market Size (M USD) by Type

Figure 84. South America Home Perfumes Market Size (M USD) by Application

Figure 85. Middle East and Africa Market Snapshot

Figure 86. Middle East and Africa Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 87. Middle East and Africa Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 88. Middle East and Africa Home Perfumes Market Size (M USD) by Country

Figure 89. Saudi Arabia Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 90. Saudi Arabia Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 91. UAE Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 92. UAE Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 93. Egypt Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 94. Egypt Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 95. Nigeria Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 96. Nigeria Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 97. South Africa Home Perfumes Sales and Growth Rate (2020-2033) & (K Units)

Figure 98. South Africa Home Perfumes Market Size and Growth Rate (2020-2033) & (M USD)

Figure 99. Middle East and Africa Home Perfumes Market Size (M USD) by Type

Figure 100. Middle East and Africa Home Perfumes Market Size (M USD) by Application

Figure 101. Global Home Perfumes Production Market Share by Region (2020-2025)

Figure 102. North America Home Perfumes Production (K Units) Growth Rate (2020-2025)

Figure 103. Europe Home Perfumes Production (K Units) Growth Rate (2020-2025)

Figure 104. Japan Home Perfumes Production (K Units) Growth Rate (2020-2025)

Figure 105. China Home Perfumes Production (K Units) Growth Rate (2020-2025)

Figure 106. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 107. Global Home Perfumes Market Size by Type (M USD)

Figure 108. Sales Market Share of Home Perfumes by Type (2020-2033)

Figure 109. Sales Market Share of Home Perfumes by Type in 2024

Figure 110. Market Size Share of Home Perfumes by Type (2020-2033)

Figure 111. Market Size Share of Home Perfumes by Type in 2024

Figure 112. Global Home Perfumes Price (USD/Unit) by Type (2020-2033)

Figure 113. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 114. Global Home Perfumes Market Size by Application(M USD)

Figure 115. Global Home Perfumes Market Share by Application

Figure 116. Global Home Perfumes Sales Market Share by Application (2020-2033)

Figure 117. Global Home Perfumes Sales Market Share by Application in 2024

Figure 118. Global Home Perfumes Market Share by Application (2020-2033)

Figure 119. Global Home Perfumes Market Share by Application in 2024

Figure 120. Global Home Perfumes Sales Growth Rate by Application (2020-2033)

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