

# Global Perfume Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Perfume market size will reach 53,475 Million USD in 2025 and is projected to reach 92,962 Million USD by 2032, with a CAGR of 8.22% (2025-2032). Notably, the China Perfume market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Perfume is a scented liquid composed of a mixture of fragrant essential oils, aroma compounds, solvents, and fixatives used to provide a pleasant scent to the human body, objects, or living spaces. These scents are often a blend of various aromatic ingredients, such as natural extracts from flowers, fruits, spices, woods, or synthetic aroma compounds, carefully combined to create a unique and appealing fragrance. Perfumes come in different concentrations, such as eau de parfum, eau de toilette, and eau de cologne, each with varying levels of aromatic compounds and alcohol content, offering a range of strengths and longevity in the scent. They are applied to the skin or clothing to evoke specific moods, enhance personal allure, or simply provide a pleasing olfactory experience.

The major global manufacturers of Perfume include L'Oréal, Coty, CHANEL, AVON, LVMH, Est?e Lauder, Puig, Procter & Gamble, Elizabeth Arden, Interparfums, Shiseido, Amore Pacific, Salvatore Ferragamo, ICR Spa, Jahwa, Saint Melin, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a

dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Perfume. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Perfume market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Perfume market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Perfume industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Perfume Include:

Loreal

Coty

CHANEL

AVON

LVMH

Est?e Lauder

Puig

Procter & Gamble

Elizabeth Arden

Interparfums

Shiseido

Amore Pacific

Salvatore Ferragamo

ICR Spa

Jahwa

Saint Melin

Perfume Product Segment Include:

Parfum

Eau de Parfum

Eau de Toilette

Eau de Cologne

Eau Fraiche

Perfume Product Application Include:

Men's Perfume

Women's Perfume

## **Chapter Scope**

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