

Global Global Solid Perfume Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Global Solid Perfume market size was valued at US\$ 432 million in 2025 and is forecast to a readjusted size of US\$ 699 million by 2032 with a CAGR of 7.0% during review period.

Solid perfume refers to a personal fragrance product in which perfume oils or fragrance compounds are carried by a solid or semi-solid base such as beeswax, plant waxes, butters, oils, squalane, gelled oils, or other anhydrous low-water-activity matrices. It is typically manufactured as a compact balm, refillable insert, twist-up stick, solid cologne, gel balm, or portable fragrance balm, and is applied directly to pulse points such as the wrists, neck, behind the ears, collarbone, or hair ends. The format is designed to deliver a close-to-skin scent experience with portability, alcohol-free or low-alcohol positioning, discreet diffusion, touch-up convenience, fragrance layering potential, and increasingly refillable or collectible packaging. In this report, the market scope focuses on solid fragrance products intended for direct personal use on the body and positioned primarily as perfume, fine fragrance, or cologne.

Based on our research, solid perfume should be viewed as a format-led innovation within the broader fragrance industry rather than a fully separate fragrance category. Its main value proposition lies in the combination of portability, alcohol-free or low-alcohol positioning, close-to-skin diffusion, and convenient touch-up usage. Compared with alcohol-based sprays, solid perfumes change the way fragrance is released by embedding perfume oils into waxes, butters, gelled oils, or anhydrous balm bases. This makes the format particularly suitable for travel, commuting, office use, gym bags, discreet personal scenting, gifting, and fragrance layering. The category is unlikely to replace mainstream eau de parfum or eau de toilette formats, but it can expand usage

frequency and create incremental revenue for fragrance brands.

Demand growth is driven less by substitution of full-size spray perfumes and more by the creation of additional fragrance occasions. Consumers buy solid perfumes as touch-up products, travel-friendly items, compact gifts, low-projection office scents, scent layering tools, or collectible accessories. Premium brands typically use the format to extend existing fragrance franchises and reinforce hero scents, while emerging brands use it to lower trial barriers and create highly visual products. The male solid cologne segment is more developed in North America, while Asian demand is more strongly influenced by packaging design, giftability, lifestyle aesthetics, and compact everyday-use formats.

From a product-development perspective, the category is moving beyond simple beeswax-and-oil balms toward more sophisticated sensory systems. Refillable metal compacts, twist-up sticks, gel balm textures, plant-based waxes, squalane-enriched bases, and high-fragrance-load balm formats are becoming more visible. However, the format still faces limitations in projection, heat stability, texture control, and scent evolution compared with liquid perfumes. Brands with strong fragrance IP, stable formulations, refined packaging, and clear usage occasions are more likely to capture durable value, while low-differentiation private-label products may remain price-driven and fragmented.

This report is a detailed and comprehensive analysis for global Global Solid Perfume market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sale Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Global Solid Perfume market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Global Solid Perfume market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Global Solid Perfume market size and forecasts, by Type and by Sale Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Global Solid Perfume market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Global Solid Perfume

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Global Solid Perfume market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include LVMH Mo?t Hennessy Louis Vuitton SE, The Est?e Lauder Companies Inc., L'OCCITANE Group, Amorepacific Group, Lush Retail Ltd., Diptyque SAS, Parfumerie Fragonard, Glossier, Inc., Fulton & Roark, Duke Cannon Supply Co., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Global Solid Perfume market is split by Type and by Sale Channel. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sale Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Compact Solid Perfume

Stick Solid Perfume

Other Solid Perfume

Market segment by Formulation Base

Wax-based Solid Perfume

Oil & Butter-based Balm

Natural / Plant-based Base

Other Base System

Market segment by Price Positioning

Luxury Solid Perfume

Premium / Niche Solid Perfume

Masstige Solid Perfume

Mass-market Solid Perfume

Private Label / OEM Product

Market segment by Sale Channel

Online Sales

Offline Sales

Major players covered

LVMH Moët Hennessy Louis Vuitton SE

The Estée Lauder Companies Inc.

L'OROCITANE Group

Amorepacific Group

Lush Retail Ltd.

Diptyque SAS

Parfumerie Fragonard

Glossier, Inc.

Fulton & Roark

Duke Cannon Supply Co.

NOYZ

SHIRO Co., Ltd.

PA&PURI

Flower Knows

Sabot Masson

Bougie & Senteur

DLAB Custom Cosmetics

Planet Co., Ltd.

CST Cosmetic

Guangzhou Senti Cosmetics Co., Ltd.

Misc. Goods Co.

Juniper Ridge

TOCCA

Heretic Parfum

Fischersund

YUBUNE

Luxignite

Lilla F?

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Global Solid Perfume product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Global Solid Perfume, with price, sales quantity, revenue, and global market share of Global Solid Perfume from

2021 to 2026.

Chapter 3, the Global Solid Perfume competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Global Solid Perfume breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Sale Channel, with sales market share and growth rate by Type, by Sale Channel, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Global Solid Perfume market forecast, by regions, by Type, and by Sale Channel, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Global Solid Perfume.

Chapter 14 and 15, to describe Global Solid Perfume sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Global Solid Perfume Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Compact Solid Perfume

1.3.3 Stick Solid Perfume

1.3.4 Other Solid Perfume

1.4 Market Analysis by Formulation Base

1.4.1 Overview: Global Global Solid Perfume Consumption Value by Formulation Base: 2021 Versus 2025 Versus 2032

1.4.2 Wax-based Solid Perfume

1.4.3 Oil & Butter-based Balm

1.4.4 Natural / Plant-based Base

1.4.5 Other Base System

1.5 Market Analysis by Price Positioning

1.5.1 Overview: Global Global Solid Perfume Consumption Value by Price Positioning: 2021 Versus 2025 Versus 2032

1.5.2 Luxury Solid Perfume

1.5.3 Premium / Niche Solid Perfume

1.5.4 Masstige Solid Perfume

1.5.5 Mass-market Solid Perfume

1.5.6 Private Label / OEM Product

1.6 Market Analysis by Sale Channel

1.6.1 Overview: Global Global Solid Perfume Consumption Value by Sale Channel: 2021 Versus 2025 Versus 2032

1.6.2 Online Sales

1.6.3 Offline Sales

1.7 Global Global Solid Perfume Market Size & Forecast

1.7.1 Global Global Solid Perfume Consumption Value (2021 & 2025 & 2032)

1.7.2 Global Global Solid Perfume Sales Quantity (2021-2032)

1.7.3 Global Global Solid Perfume Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 LVMH Mo?t Hennessy Louis Vuitton SE

2.1.1 LVMH Mo?t Hennessy Louis Vuitton SE Details

2.1.2 LVMH Mo?t Hennessy Louis Vuitton SE Major Business

2.1.3 LVMH Mo?t Hennessy Louis Vuitton SE Global Solid Perfume Product and Services

2.1.4 LVMH Mo?t Hennessy Louis Vuitton SE Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 LVMH Mo?t Hennessy Louis Vuitton SE Recent Developments/Updates

2.2 The Est?e Lauder Companies Inc.

2.2.1 The Est?e Lauder Companies Inc. Details

2.2.2 The Est?e Lauder Companies Inc. Major Business

2.2.3 The Est?e Lauder Companies Inc. Global Solid Perfume Product and Services

2.2.4 The Est?e Lauder Companies Inc. Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 The Est?e Lauder Companies Inc. Recent Developments/Updates

2.3 L?OCCITANE Group

2.3.1 L?OCCITANE Group Details

2.3.2 L?OCCITANE Group Major Business

2.3.3 L?OCCITANE Group Global Solid Perfume Product and Services

2.3.4 L?OCCITANE Group Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 L?OCCITANE Group Recent Developments/Updates

2.4 Amorepacific Group

2.4.1 Amorepacific Group Details

2.4.2 Amorepacific Group Major Business

2.4.3 Amorepacific Group Global Solid Perfume Product and Services

2.4.4 Amorepacific Group Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Amorepacific Group Recent Developments/Updates

2.5 Lush Retail Ltd.

2.5.1 Lush Retail Ltd. Details

2.5.2 Lush Retail Ltd. Major Business

2.5.3 Lush Retail Ltd. Global Solid Perfume Product and Services

2.5.4 Lush Retail Ltd. Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Lush Retail Ltd. Recent Developments/Updates

2.6 Diptyque SAS

2.6.1 Diptyque SAS Details

2.6.2 Diptyque SAS Major Business

- 2.6.3 Diptyque SAS Global Solid Perfume Product and Services
- 2.6.4 Diptyque SAS Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.6.5 Diptyque SAS Recent Developments/Updates
- 2.7 Parfumerie Fragonard
 - 2.7.1 Parfumerie Fragonard Details
 - 2.7.2 Parfumerie Fragonard Major Business
 - 2.7.3 Parfumerie Fragonard Global Solid Perfume Product and Services
 - 2.7.4 Parfumerie Fragonard Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.7.5 Parfumerie Fragonard Recent Developments/Updates
- 2.8 Glossier, Inc.
 - 2.8.1 Glossier, Inc. Details
 - 2.8.2 Glossier, Inc. Major Business
 - 2.8.3 Glossier, Inc. Global Solid Perfume Product and Services
 - 2.8.4 Glossier, Inc. Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.8.5 Glossier, Inc. Recent Developments/Updates
- 2.9 Fulton & Roark
 - 2.9.1 Fulton & Roark Details
 - 2.9.2 Fulton & Roark Major Business
 - 2.9.3 Fulton & Roark Global Solid Perfume Product and Services
 - 2.9.4 Fulton & Roark Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.9.5 Fulton & Roark Recent Developments/Updates
- 2.10 Duke Cannon Supply Co.
 - 2.10.1 Duke Cannon Supply Co. Details
 - 2.10.2 Duke Cannon Supply Co. Major Business
 - 2.10.3 Duke Cannon Supply Co. Global Solid Perfume Product and Services
 - 2.10.4 Duke Cannon Supply Co. Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.10.5 Duke Cannon Supply Co. Recent Developments/Updates
- 2.11 NOYZ
 - 2.11.1 NOYZ Details
 - 2.11.2 NOYZ Major Business
 - 2.11.3 NOYZ Global Solid Perfume Product and Services
 - 2.11.4 NOYZ Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.11.5 NOYZ Recent Developments/Updates

2.12 SHIRO Co., Ltd.

2.12.1 SHIRO Co., Ltd. Details

2.12.2 SHIRO Co., Ltd. Major Business

2.12.3 SHIRO Co., Ltd. Global Solid Perfume Product and Services

2.12.4 SHIRO Co., Ltd. Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 SHIRO Co., Ltd. Recent Developments/Updates

2.13 PA?PURI

2.13.1 PA?PURI Details

2.13.2 PA?PURI Major Business

2.13.3 PA?PURI Global Solid Perfume Product and Services

2.13.4 PA?PURI Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 PA?PURI Recent Developments/Updates

2.14 Flower Knows

2.14.1 Flower Knows Details

2.14.2 Flower Knows Major Business

2.14.3 Flower Knows Global Solid Perfume Product and Services

2.14.4 Flower Knows Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.14.5 Flower Knows Recent Developments/Updates

2.15 Sab? Masson

2.15.1 Sab? Masson Details

2.15.2 Sab? Masson Major Business

2.15.3 Sab? Masson Global Solid Perfume Product and Services

2.15.4 Sab? Masson Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 Sab? Masson Recent Developments/Updates

2.16 Bougie & Senteur

2.16.1 Bougie & Senteur Details

2.16.2 Bougie & Senteur Major Business

2.16.3 Bougie & Senteur Global Solid Perfume Product and Services

2.16.4 Bougie & Senteur Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Bougie & Senteur Recent Developments/Updates

2.17 DLAB Custom Cosmetics

2.17.1 DLAB Custom Cosmetics Details

2.17.2 DLAB Custom Cosmetics Major Business

2.17.3 DLAB Custom Cosmetics Global Solid Perfume Product and Services

2.17.4 DLAB Custom Cosmetics Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.17.5 DLAB Custom Cosmetics Recent Developments/Updates

2.18 Planet Co., Ltd.

2.18.1 Planet Co., Ltd. Details

2.18.2 Planet Co., Ltd. Major Business

2.18.3 Planet Co., Ltd. Global Solid Perfume Product and Services

2.18.4 Planet Co., Ltd. Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.18.5 Planet Co., Ltd. Recent Developments/Updates

2.19 CST Cosmetic

2.19.1 CST Cosmetic Details

2.19.2 CST Cosmetic Major Business

2.19.3 CST Cosmetic Global Solid Perfume Product and Services

2.19.4 CST Cosmetic Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.19.5 CST Cosmetic Recent Developments/Updates

2.20 Guangzhou Senti Cosmetics Co., Ltd.

2.20.1 Guangzhou Senti Cosmetics Co., Ltd. Details

2.20.2 Guangzhou Senti Cosmetics Co., Ltd. Major Business

2.20.3 Guangzhou Senti Cosmetics Co., Ltd. Global Solid Perfume Product and Services

2.20.4 Guangzhou Senti Cosmetics Co., Ltd. Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.20.5 Guangzhou Senti Cosmetics Co., Ltd. Recent Developments/Updates

2.21 Misc. Goods Co.

2.21.1 Misc. Goods Co. Details

2.21.2 Misc. Goods Co. Major Business

2.21.3 Misc. Goods Co. Global Solid Perfume Product and Services

2.21.4 Misc. Goods Co. Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.21.5 Misc. Goods Co. Recent Developments/Updates

2.22 Juniper Ridge

2.22.1 Juniper Ridge Details

2.22.2 Juniper Ridge Major Business

2.22.3 Juniper Ridge Global Solid Perfume Product and Services

2.22.4 Juniper Ridge Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.22.5 Juniper Ridge Recent Developments/Updates

2.23 TOCCA

2.23.1 TOCCA Details

2.23.2 TOCCA Major Business

2.23.3 TOCCA Global Solid Perfume Product and Services

2.23.4 TOCCA Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.23.5 TOCCA Recent Developments/Updates

2.24 Heretic Parfum

2.24.1 Heretic Parfum Details

2.24.2 Heretic Parfum Major Business

2.24.3 Heretic Parfum Global Solid Perfume Product and Services

2.24.4 Heretic Parfum Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.24.5 Heretic Parfum Recent Developments/Updates

2.25 Fischersund

2.25.1 Fischersund Details

2.25.2 Fischersund Major Business

2.25.3 Fischersund Global Solid Perfume Product and Services

2.25.4 Fischersund Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.25.5 Fischersund Recent Developments/Updates

2.26 YUBUNE

2.26.1 YUBUNE Details

2.26.2 YUBUNE Major Business

2.26.3 YUBUNE Global Solid Perfume Product and Services

2.26.4 YUBUNE Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.26.5 YUBUNE Recent Developments/Updates

2.27 Luxignite

2.27.1 Luxignite Details

2.27.2 Luxignite Major Business

2.27.3 Luxignite Global Solid Perfume Product and Services

2.27.4 Luxignite Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.27.5 Luxignite Recent Developments/Updates

2.28 Lilla F?

2.28.1 Lilla F? Details

2.28.2 Lilla F? Major Business

2.28.3 Lilla F? Global Solid Perfume Product and Services

2.28.4 Lilla F? Global Solid Perfume Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.28.5 Lilla F? Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: GLOBAL SOLID PERFUME BY MANUFACTURER

3.1 Global Global Solid Perfume Sales Quantity by Manufacturer (2021-2026)

3.2 Global Global Solid Perfume Revenue by Manufacturer (2021-2026)

3.3 Global Global Solid Perfume Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Global Solid Perfume by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Global Solid Perfume Manufacturer Market Share in 2025

3.4.3 Top 6 Global Solid Perfume Manufacturer Market Share in 2025

3.5 Global Solid Perfume Market: Overall Company Footprint Analysis

3.5.1 Global Solid Perfume Market: Region Footprint

3.5.2 Global Solid Perfume Market: Company Product Type Footprint

3.5.3 Global Solid Perfume Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Global Solid Perfume Market Size by Region

4.1.1 Global Global Solid Perfume Sales Quantity by Region (2021-2032)

4.1.2 Global Global Solid Perfume Consumption Value by Region (2021-2032)

4.1.3 Global Global Solid Perfume Average Price by Region (2021-2032)

4.2 North America Global Solid Perfume Consumption Value (2021-2032)

4.3 Europe Global Solid Perfume Consumption Value (2021-2032)

4.4 Asia-Pacific Global Solid Perfume Consumption Value (2021-2032)

4.5 South America Global Solid Perfume Consumption Value (2021-2032)

4.6 Middle East & Africa Global Solid Perfume Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

5.1 Global Global Solid Perfume Sales Quantity by Type (2021-2032)

5.2 Global Global Solid Perfume Consumption Value by Type (2021-2032)

5.3 Global Global Solid Perfume Average Price by Type (2021-2032)

6 MARKET SEGMENT BY SALE CHANNEL

- 6.1 Global Global Solid Perfume Sales Quantity by Sale Channel (2021-2032)
- 6.2 Global Global Solid Perfume Consumption Value by Sale Channel (2021-2032)
- 6.3 Global Global Solid Perfume Average Price by Sale Channel (2021-2032)

7 NORTH AMERICA

- 7.1 North America Global Solid Perfume Sales Quantity by Type (2021-2032)
- 7.2 North America Global Solid Perfume Sales Quantity by Sale Channel (2021-2032)
- 7.3 North America Global Solid Perfume Market Size by Country
 - 7.3.1 North America Global Solid Perfume Sales Quantity by Country (2021-2032)
 - 7.3.2 North America Global Solid Perfume Consumption Value by Country (2021-2032)
 - 7.3.3 United States Market Size and Forecast (2021-2032)
 - 7.3.4 Canada Market Size and Forecast (2021-2032)
 - 7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

- 8.1 Europe Global Solid Perfume Sales Quantity by Type (2021-2032)
- 8.2 Europe Global Solid Perfume Sales Quantity by Sale Channel (2021-2032)
- 8.3 Europe Global Solid Perfume Market Size by Country
 - 8.3.1 Europe Global Solid Perfume Sales Quantity by Country (2021-2032)
 - 8.3.2 Europe Global Solid Perfume Consumption Value by Country (2021-2032)
 - 8.3.3 Germany Market Size and Forecast (2021-2032)
 - 8.3.4 France Market Size and Forecast (2021-2032)
 - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
 - 8.3.6 Russia Market Size and Forecast (2021-2032)
 - 8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Global Solid Perfume Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Global Solid Perfume Sales Quantity by Sale Channel (2021-2032)
- 9.3 Asia-Pacific Global Solid Perfume Market Size by Region
 - 9.3.1 Asia-Pacific Global Solid Perfume Sales Quantity by Region (2021-2032)
 - 9.3.2 Asia-Pacific Global Solid Perfume Consumption Value by Region (2021-2032)

- 9.3.3 China Market Size and Forecast (2021-2032)
- 9.3.4 Japan Market Size and Forecast (2021-2032)
- 9.3.5 South Korea Market Size and Forecast (2021-2032)
- 9.3.6 India Market Size and Forecast (2021-2032)
- 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
- 9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

- 10.1 South America Global Solid Perfume Sales Quantity by Type (2021-2032)
- 10.2 South America Global Solid Perfume Sales Quantity by Sale Channel (2021-2032)
- 10.3 South America Global Solid Perfume Market Size by Country
 - 10.3.1 South America Global Solid Perfume Sales Quantity by Country (2021-2032)
 - 10.3.2 South America Global Solid Perfume Consumption Value by Country (2021-2032)
 - 10.3.3 Brazil Market Size and Forecast (2021-2032)
 - 10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Global Solid Perfume Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Global Solid Perfume Sales Quantity by Sale Channel (2021-2032)
- 11.3 Middle East & Africa Global Solid Perfume Market Size by Country
 - 11.3.1 Middle East & Africa Global Solid Perfume Sales Quantity by Country (2021-2032)
 - 11.3.2 Middle East & Africa Global Solid Perfume Consumption Value by Country (2021-2032)
 - 11.3.3 Turkey Market Size and Forecast (2021-2032)
 - 11.3.4 Egypt Market Size and Forecast (2021-2032)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
 - 11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

- 12.1 Global Solid Perfume Market Drivers
- 12.2 Global Solid Perfume Market Restraints
- 12.3 Global Solid Perfume Trends Analysis
- 12.4 Porters Five Forces Analysis

- 12.4.1 Threat of New Entrants
- 12.4.2 Bargaining Power of Suppliers
- 12.4.3 Bargaining Power of Buyers
- 12.4.4 Threat of Substitutes
- 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Global Solid Perfume and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Global Solid Perfume
- 13.3 Global Solid Perfume Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Global Solid Perfume Typical Distributors
- 14.3 Global Solid Perfume Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Global Solid Perfume Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Global Solid Perfume Consumption Value by Formulation Base, (USD Million), 2021 & 2025 & 2032

Table 3. Global Global Solid Perfume Consumption Value by Price Positioning, (USD Million), 2021 & 2025 & 2032

Table 4. Global Global Solid Perfume Consumption Value by Sale Channel, (USD Million), 2021 & 2025 & 2032

Table 5. LVMH Mo?t Hennessy Louis Vuitton SE Basic Information, Manufacturing Base and Competitors

Table 6. LVMH Mo?t Hennessy Louis Vuitton SE Major Business

Table 7. LVMH Mo?t Hennessy Louis Vuitton SE Global Solid Perfume Product and Services

Table 8. LVMH Mo?t Hennessy Louis Vuitton SE Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 9. LVMH Mo?t Hennessy Louis Vuitton SE Recent Developments/Updates

Table 10. The Est?e Lauder Companies Inc. Basic Information, Manufacturing Base and Competitors

Table 11. The Est?e Lauder Companies Inc. Major Business

Table 12. The Est?e Lauder Companies Inc. Global Solid Perfume Product and Services

Table 13. The Est?e Lauder Companies Inc. Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 14. The Est?e Lauder Companies Inc. Recent Developments/Updates

Table 15. L?OCCITANE Group Basic Information, Manufacturing Base and Competitors

Table 16. L?OCCITANE Group Major Business

Table 17. L?OCCITANE Group Global Solid Perfume Product and Services

Table 18. L?OCCITANE Group Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 19. L?OCCITANE Group Recent Developments/Updates

Table 20. Amorepacific Group Basic Information, Manufacturing Base and Competitors

Table 21. Amorepacific Group Major Business

Table 22. Amorepacific Group Global Solid Perfume Product and Services

Table 23. Amorepacific Group Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 24. Amorepacific Group Recent Developments/Updates
Table 25. Lush Retail Ltd. Basic Information, Manufacturing Base and Competitors
Table 26. Lush Retail Ltd. Major Business
Table 27. Lush Retail Ltd. Global Solid Perfume Product and Services
Table 28. Lush Retail Ltd. Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 29. Lush Retail Ltd. Recent Developments/Updates
Table 30. Diptyque SAS Basic Information, Manufacturing Base and Competitors
Table 31. Diptyque SAS Major Business
Table 32. Diptyque SAS Global Solid Perfume Product and Services
Table 33. Diptyque SAS Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 34. Diptyque SAS Recent Developments/Updates
Table 35. Parfumerie Fragonard Basic Information, Manufacturing Base and Competitors
Table 36. Parfumerie Fragonard Major Business
Table 37. Parfumerie Fragonard Global Solid Perfume Product and Services
Table 38. Parfumerie Fragonard Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 39. Parfumerie Fragonard Recent Developments/Updates
Table 40. Glossier, Inc. Basic Information, Manufacturing Base and Competitors
Table 41. Glossier, Inc. Major Business
Table 42. Glossier, Inc. Global Solid Perfume Product and Services
Table 43. Glossier, Inc. Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 44. Glossier, Inc. Recent Developments/Updates
Table 45. Fulton & Roark Basic Information, Manufacturing Base and Competitors
Table 46. Fulton & Roark Major Business
Table 47. Fulton & Roark Global Solid Perfume Product and Services
Table 48. Fulton & Roark Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 49. Fulton & Roark Recent Developments/Updates
Table 50. Duke Cannon Supply Co. Basic Information, Manufacturing Base and Competitors
Table 51. Duke Cannon Supply Co. Major Business
Table 52. Duke Cannon Supply Co. Global Solid Perfume Product and Services

Table 53. Duke Cannon Supply Co. Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 54. Duke Cannon Supply Co. Recent Developments/Updates

Table 55. NOYZ Basic Information, Manufacturing Base and Competitors

Table 56. NOYZ Major Business

Table 57. NOYZ Global Solid Perfume Product and Services

Table 58. NOYZ Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 59. NOYZ Recent Developments/Updates

Table 60. SHIRO Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 61. SHIRO Co., Ltd. Major Business

Table 62. SHIRO Co., Ltd. Global Solid Perfume Product and Services

Table 63. SHIRO Co., Ltd. Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 64. SHIRO Co., Ltd. Recent Developments/Updates

Table 65. PA?PURI Basic Information, Manufacturing Base and Competitors

Table 66. PA?PURI Major Business

Table 67. PA?PURI Global Solid Perfume Product and Services

Table 68. PA?PURI Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 69. PA?PURI Recent Developments/Updates

Table 70. Flower Knows Basic Information, Manufacturing Base and Competitors

Table 71. Flower Knows Major Business

Table 72. Flower Knows Global Solid Perfume Product and Services

Table 73. Flower Knows Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 74. Flower Knows Recent Developments/Updates

Table 75. Sab? Masson Basic Information, Manufacturing Base and Competitors

Table 76. Sab? Masson Major Business

Table 77. Sab? Masson Global Solid Perfume Product and Services

Table 78. Sab? Masson Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Sab? Masson Recent Developments/Updates

Table 80. Bougie & Senteur Basic Information, Manufacturing Base and Competitors

Table 81. Bougie & Senteur Major Business

Table 82. Bougie & Senteur Global Solid Perfume Product and Services

Table 83. Bougie & Senteur Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 84. Bougie & Senteur Recent Developments/Updates

Table 85. DLAB Custom Cosmetics Basic Information, Manufacturing Base and Competitors

Table 86. DLAB Custom Cosmetics Major Business

Table 87. DLAB Custom Cosmetics Global Solid Perfume Product and Services

Table 88. DLAB Custom Cosmetics Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 89. DLAB Custom Cosmetics Recent Developments/Updates

Table 90. Planet Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 91. Planet Co., Ltd. Major Business

Table 92. Planet Co., Ltd. Global Solid Perfume Product and Services

Table 93. Planet Co., Ltd. Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 94. Planet Co., Ltd. Recent Developments/Updates

Table 95. CST Cosmetic Basic Information, Manufacturing Base and Competitors

Table 96. CST Cosmetic Major Business

Table 97. CST Cosmetic Global Solid Perfume Product and Services

Table 98. CST Cosmetic Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 99. CST Cosmetic Recent Developments/Updates

Table 100. Guangzhou Senti Cosmetics Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 101. Guangzhou Senti Cosmetics Co., Ltd. Major Business

Table 102. Guangzhou Senti Cosmetics Co., Ltd. Global Solid Perfume Product and Services

Table 103. Guangzhou Senti Cosmetics Co., Ltd. Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 104. Guangzhou Senti Cosmetics Co., Ltd. Recent Developments/Updates

Table 105. Misc. Goods Co. Basic Information, Manufacturing Base and Competitors

Table 106. Misc. Goods Co. Major Business

Table 107. Misc. Goods Co. Global Solid Perfume Product and Services

Table 108. Misc. Goods Co. Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Misc. Goods Co. Recent Developments/Updates

Table 110. Juniper Ridge Basic Information, Manufacturing Base and Competitors

Table 111. Juniper Ridge Major Business

Table 112. Juniper Ridge Global Solid Perfume Product and Services

Table 113. Juniper Ridge Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 114. Juniper Ridge Recent Developments/Updates

Table 115. TOCCA Basic Information, Manufacturing Base and Competitors

Table 116. TOCCA Major Business

Table 117. TOCCA Global Solid Perfume Product and Services

Table 118. TOCCA Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 119. TOCCA Recent Developments/Updates

Table 120. Heretic Parfum Basic Information, Manufacturing Base and Competitors

Table 121. Heretic Parfum Major Business

Table 122. Heretic Parfum Global Solid Perfume Product and Services

Table 123. Heretic Parfum Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 124. Heretic Parfum Recent Developments/Updates

Table 125. Fischersund Basic Information, Manufacturing Base and Competitors

Table 126. Fischersund Major Business

Table 127. Fischersund Global Solid Perfume Product and Services

Table 128. Fischersund Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 129. Fischersund Recent Developments/Updates

Table 130. YUBUNE Basic Information, Manufacturing Base and Competitors

Table 131. YUBUNE Major Business

Table 132. YUBUNE Global Solid Perfume Product and Services

Table 133. YUBUNE Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 134. YUBUNE Recent Developments/Updates

Table 135. Luxignite Basic Information, Manufacturing Base and Competitors

Table 136. Luxignite Major Business

Table 137. Luxignite Global Solid Perfume Product and Services

Table 138. Luxignite Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Luxignite Recent Developments/Updates

Table 140. Lilla F? Basic Information, Manufacturing Base and Competitors

Table 141. Lilla F? Major Business

Table 142. Lilla F? Global Solid Perfume Product and Services

Table 143. Lilla F? Global Solid Perfume Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 144. Lilla F? Recent Developments/Updates

Table 145. Global Global Solid Perfume Sales Quantity by Manufacturer (2021-2026) & (K Units)

Table 146. Global Global Solid Perfume Revenue by Manufacturer (2021-2026) & (USD Million)

Table 147. Global Global Solid Perfume Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 148. Market Position of Manufacturers in Global Solid Perfume, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 149. Head Office and Global Solid Perfume Production Site of Key Manufacturer

Table 150. Global Solid Perfume Market: Company Product Type Footprint

Table 151. Global Solid Perfume Market: Company Product Application Footprint

Table 152. Global Solid Perfume New Market Entrants and Barriers to Market Entry

Table 153. Global Solid Perfume Mergers, Acquisition, Agreements, and Collaborations

Table 154. Global Global Solid Perfume Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 155. Global Global Solid Perfume Sales Quantity by Region (2021-2026) & (K Units)

Table 156. Global Global Solid Perfume Sales Quantity by Region (2027-2032) & (K Units)

Table 157. Global Global Solid Perfume Consumption Value by Region (2021-2026) & (USD Million)

Table 158. Global Global Solid Perfume Consumption Value by Region (2027-2032) & (USD Million)

Table 159. Global Global Solid Perfume Average Price by Region (2021-2026) & (US\$/Unit)

Table 160. Global Global Solid Perfume Average Price by Region (2027-2032) & (US\$/Unit)

Table 161. Global Global Solid Perfume Sales Quantity by Type (2021-2026) & (K Units)

Table 162. Global Global Solid Perfume Sales Quantity by Type (2027-2032) & (K Units)

Table 163. Global Global Solid Perfume Consumption Value by Type (2021-2026) & (USD Million)

Table 164. Global Global Solid Perfume Consumption Value by Type (2027-2032) & (USD Million)

Table 165. Global Global Solid Perfume Average Price by Type (2021-2026) & (US\$/Unit)

Table 166. Global Global Solid Perfume Average Price by Type (2027-2032) & (US\$/Unit)

Table 167. Global Global Solid Perfume Sales Quantity by Sale Channel (2021-2026) & (K Units)

Table 168. Global Global Solid Perfume Sales Quantity by Sale Channel (2027-2032) & (K Units)

Table 169. Global Global Solid Perfume Consumption Value by Sale Channel (2021-2026) & (USD Million)

Table 170. Global Global Solid Perfume Consumption Value by Sale Channel (2027-2032) & (USD Million)

Table 171. Global Global Solid Perfume Average Price by Sale Channel (2021-2026) & (US\$/Unit)

Table 172. Global Global Solid Perfume Average Price by Sale Channel (2027-2032) & (US\$/Unit)

Table 173. North America Global Solid Perfume Sales Quantity by Type (2021-2026) & (K Units)

Table 174. North America Global Solid Perfume Sales Quantity by Type (2027-2032) & (K Units)

Table 175. North America Global Solid Perfume Sales Quantity by Sale Channel (2021-2026) & (K Units)

Table 176. North America Global Solid Perfume Sales Quantity by Sale Channel (2027-2032) & (K Units)

Table 177. North America Global Solid Perfume Sales Quantity by Country (2021-2026) & (K Units)

Table 178. North America Global Solid Perfume Sales Quantity by Country (2027-2032) & (K Units)

Table 179. North America Global Solid Perfume Consumption Value by Country (2021-2026) & (USD Million)

Table 180. North America Global Solid Perfume Consumption Value by Country (2027-2032) & (USD Million)

Table 181. Europe Global Solid Perfume Sales Quantity by Type (2021-2026) & (K Units)

Table 182. Europe Global Solid Perfume Sales Quantity by Type (2027-2032) & (K Units)

Table 183. Europe Global Solid Perfume Sales Quantity by Sale Channel (2021-2026) & (K Units)

Table 184. Europe Global Solid Perfume Sales Quantity by Sale Channel (2027-2032) & (K Units)

Table 185. Europe Global Solid Perfume Sales Quantity by Country (2021-2026) & (K Units)

Table 186. Europe Global Solid Perfume Sales Quantity by Country (2027-2032) & (K Units)

Units)

Table 187. Europe Global Solid Perfume Consumption Value by Country (2021-2026) & (USD Million)

Table 188. Europe Global Solid Perfume Consumption Value by Country (2027-2032) & (USD Million)

Table 189. Asia-Pacific Global Solid Perfume Sales Quantity by Type (2021-2026) & (K Units)

Table 190. Asia-Pacific Global Solid Perfume Sales Quantity by Type (2027-2032) & (K Units)

Table 191. Asia-Pacific Global Solid Perfume Sales Quantity by Sale Channel (2021-2026) & (K Units)

Table 192. Asia-Pacific Global Solid Perfume Sales Quantity by Sale Channel (2027-2032) & (K Units)

Table 193. Asia-Pacific Global Solid Perfume Sales Quantity by Region (2021-2026) & (K Units)

Table 194. Asia-Pacific Global Solid Perfume Sales Quantity by Region (2027-2032) & (K Units)

Table 195. Asia-Pacific Global Solid Perfume Consumption Value by Region (2021-2026) & (USD Million)

Table 196. Asia-Pacific Global Solid Perfume Consumption Value by Region (2027-2032) & (USD Million)

Table 197. South America Global Solid Perfume Sales Quantity by Type (2021-2026) & (K Units)

Table 198. South America Global Solid Perfume Sales Quantity by Type (2027-2032) & (K Units)

Table 199. South America Global Solid Perfume Sales Quantity by Sale Channel (2021-2026) & (K Units)

Table 200. South America Global Solid Perfume Sales Quantity by Sale Channel (2027-2032) & (K Units)

Table 201. South America Global Solid Perfume Sales Quantity by Country (2021-2026) & (K Units)

Table 202. South America Global Solid Perfume Sales Quantity by Country (2027-2032) & (K Units)

Table 203. South America Global Solid Perfume Consumption Value by Country (2021-2026) & (USD Million)

Table 204. South America Global Solid Perfume Consumption Value by Country (2027-2032) & (USD Million)

Table 205. Middle East & Africa Global Solid Perfume Sales Quantity by Type (2021-2026) & (K Units)

Table 206. Middle East & Africa Global Solid Perfume Sales Quantity by Type
(2027-2032) & (K Units)

Table 207. Middle East & Africa Global Solid Perfume Sales Quantity by Sale Channel
(2021-2026) & (K Units)

Table 208. Middle East & Africa Global Solid Perfume Sales Quantity by Sale Channel
(2027-2032) & (K Units)

Table 209. Middle East & Africa Global Solid Perfume Sales Quantity by Country
(2021-2026) & (K Units)

Table 210. Middle East & Africa Global Solid Perfume Sales Quantity by Country
(2027-2032) & (K Units)

Table 211. Middle East & Africa Global Solid Perfume Consumption Value by Country
(2021-2026) & (USD Million)

Table 212. Middle East & Africa Global Solid Perfume Consumption Value by Country
(2027-2032) & (USD Million)

Table 213. Global Solid Perfume Raw Material

Table 214. Key Manufacturers of Global Solid Perfume Raw Materials

Table 215. Global Solid Perfume Typical Distributors

Table 216. Global Solid Perfume Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Global Solid Perfume Picture

Figure 2. Global Global Solid Perfume Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Global Solid Perfume Revenue Market Share by Type in 2025

Figure 4. Compact Solid Perfume Examples

Figure 5. Stick Solid Perfume Examples

Figure 6. Other Solid Perfume Examples

Figure 7. Global Global Solid Perfume Revenue by Formulation Base, (USD Million), 2021 & 2025 & 2032

Figure 8. Global Global Solid Perfume Revenue Market Share by Formulation Base in 2025

Figure 9. Wax-based Solid Perfume Examples

Figure 10. Oil & Butter-based Balm Examples

Figure 11. Natural / Plant-based Base Examples

Figure 12. Other Base System Examples

Figure 13. Global Global Solid Perfume Revenue by Price Positioning, (USD Million), 2021 & 2025 & 2032

Figure 14. Global Global Solid Perfume Revenue Market Share by Price Positioning in 2025

Figure 15. Luxury Solid Perfume Examples

Figure 16. Premium / Niche Solid Perfume Examples

Figure 17. Masstige Solid Perfume Examples

Figure 18. Mass-market Solid Perfume Examples

Figure 19. Private Label / OEM Product Examples

Figure 20. Global Global Solid Perfume Consumption Value by Sale Channel, (USD Million), 2021 & 2025 & 2032

Figure 21. Global Global Solid Perfume Revenue Market Share by Sale Channel in 2025

Figure 22. Online Sales Examples

Figure 23. Offline Sales Examples

Figure 24. Global Global Solid Perfume Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 25. Global Global Solid Perfume Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 26. Global Global Solid Perfume Sales Quantity (2021-2032) & (K Units)

Figure 27. Global Global Solid Perfume Price (2021-2032) & (US\$/Unit)

Figure 28. Global Global Solid Perfume Sales Quantity Market Share by Manufacturer in 2025

Figure 29. Global Global Solid Perfume Revenue Market Share by Manufacturer in 2025

Figure 30. Producer Shipments of Global Solid Perfume by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 31. Top 3 Global Solid Perfume Manufacturer (Revenue) Market Share in 2025

Figure 32. Top 6 Global Solid Perfume Manufacturer (Revenue) Market Share in 2025

Figure 33. Global Global Solid Perfume Sales Quantity Market Share by Region (2021-2032)

Figure 34. Global Global Solid Perfume Consumption Value Market Share by Region (2021-2032)

Figure 35. North America Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 36. Europe Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 37. Asia-Pacific Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 38. South America Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 39. Middle East & Africa Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 40. Global Global Solid Perfume Sales Quantity Market Share by Type (2021-2032)

Figure 41. Global Global Solid Perfume Consumption Value Market Share by Type (2021-2032)

Figure 42. Global Global Solid Perfume Average Price by Type (2021-2032) & (US\$/Unit)

Figure 43. Global Global Solid Perfume Sales Quantity Market Share by Sale Channel (2021-2032)

Figure 44. Global Global Solid Perfume Revenue Market Share by Sale Channel (2021-2032)

Figure 45. Global Global Solid Perfume Average Price by Sale Channel (2021-2032) & (US\$/Unit)

Figure 46. North America Global Solid Perfume Sales Quantity Market Share by Type (2021-2032)

Figure 47. North America Global Solid Perfume Sales Quantity Market Share by Sale Channel (2021-2032)

Figure 48. North America Global Solid Perfume Sales Quantity Market Share by Country (2021-2032)

Figure 49. North America Global Solid Perfume Consumption Value Market Share by Country (2021-2032)

Figure 50. United States Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 51. Canada Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 52. Mexico Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 53. Europe Global Solid Perfume Sales Quantity Market Share by Type (2021-2032)

Figure 54. Europe Global Solid Perfume Sales Quantity Market Share by Sale Channel (2021-2032)

Figure 55. Europe Global Solid Perfume Sales Quantity Market Share by Country (2021-2032)

Figure 56. Europe Global Solid Perfume Consumption Value Market Share by Country (2021-2032)

Figure 57. Germany Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 58. France Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 59. United Kingdom Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 60. Russia Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 61. Italy Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 62. Asia-Pacific Global Solid Perfume Sales Quantity Market Share by Type (2021-2032)

Figure 63. Asia-Pacific Global Solid Perfume Sales Quantity Market Share by Sale Channel (2021-2032)

Figure 64. Asia-Pacific Global Solid Perfume Sales Quantity Market Share by Region (2021-2032)

Figure 65. Asia-Pacific Global Solid Perfume Consumption Value Market Share by Region (2021-2032)

Figure 66. China Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 67. Japan Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 68. South Korea Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Million)

Figure 69. India Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 70. Southeast Asia Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 71. Australia Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 72. South America Global Solid Perfume Sales Quantity Market Share by Type (2021-2032)

Figure 73. South America Global Solid Perfume Sales Quantity Market Share by Sale Channel (2021-2032)

Figure 74. South America Global Solid Perfume Sales Quantity Market Share by Country (2021-2032)

Figure 75. South America Global Solid Perfume Consumption Value Market Share by Country (2021-2032)

Figure 76. Brazil Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 77. Argentina Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 78. Middle East & Africa Global Solid Perfume Sales Quantity Market Share by Type (2021-2032)

Figure 79. Middle East & Africa Global Solid Perfume Sales Quantity Market Share by Sale Channel (2021-2032)

Figure 80. Middle East & Africa Global Solid Perfume Sales Quantity Market Share by Country (2021-2032)

Figure 81. Middle East & Africa Global Solid Perfume Consumption Value Market Share by Country (2021-2032)

Figure 82. Turkey Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 83. Egypt Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 84. Saudi Arabia Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 85. South Africa Global Solid Perfume Consumption Value (2021-2032) & (USD Million)

Figure 86. Global Solid Perfume Market Drivers

Figure 87. Global Solid Perfume Market Restraints

Figure 88. Global Solid Perfume Market Trends

Figure 89. Porters Five Forces Analysis

Figure 90. Manufacturing Cost Structure Analysis of Global Solid Perfume in 2025

Figure 91. Manufacturing Process Analysis of Global Solid Perfume

Figure 92. Global Solid Perfume Industrial Chain

Figure 93. Sales Channel: Direct to End-User vs Distributors

Figure 94. Direct Channel Pros & Cons

Figure 95. Indirect Channel Pros & Cons

Figure 96. Methodology

Figure 97. Research Process and Data Source

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