

Global Solid Perfume Balm Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Solid Perfume Balm market size is expected to reach \$ 738 million by 2032, rising at a market growth of 8.0% CAGR during the forecast period (2026-2032).

Solid perfume balm refers to a personal fragrance product in which fragrance compounds are carried by a wax-based, oil-based, butter-based, silicone-based, or otherwise anhydrous balm matrix and applied directly to the skin in a compact, tin, refillable case, twist-up stick, jelly balm, or similar solid format. The product is typically used on pulse points such as the wrists, neck, behind the ears, décolleté, or inner elbows, where body warmth helps release a close-to-skin scent over time. Compared with alcohol-based spray perfumes, solid perfume balms emphasize portability, controlled application, low projection, intimate scent diffusion, travel convenience, refillability, and giftable packaging. Common formulation systems include beeswax, vegan waxes, shea butter, jojoba oil, squalane, botanical oils, synthetic waxes, fragrance oils, and skin-conditioning ingredients. This study focuses on body-worn solid, balm, stick, compact, or wax-based fragrance products and related OEM/ODM manufacturing services.

Based on our research, solid perfume balm is not simply a low-cost substitute for traditional perfume, but a product format being reactivated within the mature fragrance industry. Its industry essence is to transform perfume from a spray-based diffusion product into a more skin-close, portable, and reapplicable personal fragrance medium. Some brands' official product lines indicate that solid perfume balm is moving beyond its previous niche positioning in handmade products, men's solid cologne, and natural perfume balms, and is entering the product portfolios of luxury fragrance, DTC beauty, K-beauty, and body-care brands. The boundary of this segment should remain narrow: only solid perfume, perfume balm, solid cologne, and fragrance balm products with body

fragrance as their core selling point should be included, while scented body lotions, hand creams, deodorant balms, and perfume oils should not be mixed into the revenue model.

From the demand structure perspective, the growth of solid perfume balm comes from five major use cases: travel and on-the-go reapplication, low-projection fragrance needs in offices or school environments, fragrance layering and longevity enhancement, alcohol-free and sensitive-skin-friendly narratives, and gifting and emotional fragrance consumption. Some new product launches indicate that industry growth in 2026 will not only come from the conversion of traditional perfume users, but also from the combined influence of body care, K-beauty, social media, and refillable packaging concepts.

From the product roadmap perspective, future competition will center on three paths. The first path emphasizes ritualized usage, sustainable packaging, and refill-based repurchase. The second path emphasizes convenient application, visualized product design, and integration with body care. The third path focuses on natural wax-based or botanical oil-based jars, highlighting natural, handmade, outdoor, or regionally inspired scent positioning. From the policy environment perspective, solid perfume balm will still be subject to cosmetic regulations, fragrance allergen labeling, IFRA standards, and cosmetic registration or notification requirements across different regions. Alcohol-free does not mean low compliance requirements; in the future, fragrance allergen disclosure, sustainable wax bases, refillable packaging, and cross-border registration will become important barriers for brand expansion.

This report studies the global Solid Perfume Balm production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Solid Perfume Balm and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Solid Perfume Balm that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Solid Perfume Balm total production and demand, 2021-2032, (Units)

Global Solid Perfume Balm total production value, 2021-2032, (USD Million)

Global Solid Perfume Balm production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Solid Perfume Balm consumption by region & country, CAGR, 2021-2032 &

(Units)

U.S. VS China: Solid Perfume Balm domestic production, consumption, key domestic manufacturers and share

Global Solid Perfume Balm production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Solid Perfume Balm production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Solid Perfume Balm production by Sale Channel, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Solid Perfume Balm market based on the following parameters - company overview, production, value, 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, Coty Inc., L'OCCITANE Group, Diptyque SAS, Lush Ltd., AMOREPACIFIC Corporation, TAMBURINS, Glossier, Inc., Fulton & Roark LLC, Pacifica Beauty LLC, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Solid Perfume Balm market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, and by Sale Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Solid Perfume Balm Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Solid Perfume Balm Market, Segmentation by Type:

Natural Solid Perfume Balms

Synthetic Solid Perfume Balms

Global Solid Perfume Balm Market, Segmentation by Base Material:

Wax-based

Oil-and-butter-based

Silicone-based

Gel-based

Hybrid Base

Other Base

Global Solid Perfume Balm Market, Segmentation by Formula Claim:

Natural / Botanical

Skin-conditioning

Long-lasting

Other

Global Solid Perfume Balm Market, Segmentation by Sale Channel:

Online Sales

Offline sales

Companies Profiled:

LVMH Mo?t Hennessy Louis Vuitton SE

Coty Inc.

L'OCCITANE Group

Diptyque SAS

Lush Ltd.

AMOREPACIFIC Corporation

TAMBURINS

Glossier, Inc.

Fulton & Roark LLC

Pacifica Beauty LLC

Duke Cannon Supply Co.

NOYZ

SHIRO Co., Ltd.

Flower Knows

TOCCA

Reuzel

Zoura Parfums

Aromi

Bougie & Senteur

Laboratoires BEA

DLAB Custom Cosmetics

Fermic Co., Ltd.

?uria Perfumes

Scent Perfique Ltd.

Bo International

Guangzhou Senti Cosmetics Co., Ltd.

Sogo Plaza

Key Questions Answered:

1. How big is the global Solid Perfume Balm market?
2. What is the demand of the global Solid Perfume Balm market?
3. What is the year over year growth of the global Solid Perfume Balm market?
4. What is the production and production value of the global Solid Perfume Balm market?
5. Who are the key producers in the global Solid Perfume Balm market?
6. What are the growth factors driving the market demand?

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