

# Global Solid Perfume Balm 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 Solid Perfume Balm market size was valued at US\$ 397 million in 2025 and is forecast to a readjusted size of US\$ 738 million by 2032 with a CAGR of 8.0% during review period.

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 is a detailed and comprehensive analysis for global Solid Perfume Balm 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 Solid Perfume Balm market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

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

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

Global Solid Perfume Balm market shares of main players, shipments in revenue (\$ Million), sales quantity (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 Solid Perfume Balm

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 Solid Perfume Balm 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, 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.

### Market Segmentation

Solid Perfume Balm 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

Natural Solid Perfume Balms

Synthetic Solid Perfume Balms

## Market segment by Base Material

Wax-based

Oil-and-butter-based

Silicone-based

Gel-based

Hybrid Base

Other Base

## Market segment by Formula Claim

Natural / Botanical

Skin-conditioning

Long-lasting

Other

## Market segment by Sale Channel

Online Sales

Offline sales

## Major players covered

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

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 Solid Perfume Balm product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Solid Perfume Balm, with price, sales quantity, revenue, and global market share of Solid Perfume Balm from 2021 to 2026.

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

Chapter 4, the Solid Perfume Balm 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 Solid Perfume Balm 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 Solid Perfume Balm.

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

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