

U.S. Perfume Market Size, Share & Trends Analysis Report By Product (Mass, Premium), By End User (Men, Women), By Distribution Channel (Offline, Online) And Segment Forecasts, 2025 - 2030

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Abstracts

The U.S. perfume market size was estimated at USD 13.04 billion in 2024 and is projected to reach USD 17.18 billion by 2030, growing at a CAGR of 4.7% from 2025 to 2030. Increasing consumer spending on personal care and grooming products, as well as the rising popularity of perfumes, are key factors driving market expansion.

The U.S. market is driven by increasing consumer spending on personal care, cosmetics, and grooming products. Rising disposable incomes, evolving lifestyle preferences, and increasing awareness of premium and niche fragrances are boosting the demand for perfumes. The market benefits from a diverse product portfolio catering to a wide consumer base, including mass, luxury, and celebrity-endorsed fragrances. Retail channels such as specialty stores, department stores, and e-commerce platforms are expanding product distribution and enhancing consumer accessibility. In addition, innovations in scent formulations, packaging, and sustainable ingredients increase market competitiveness. Celebrity endorsements, social media influencers, and other marketing and digital engagement strategies continue to influence consumer purchase behavior and impact their buying decisions.

U.S. Perfume Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. perfume market report based on product, end user, and distribution channel:

Product Outlook (Revenue, USD Million, 2018 - 2030)

Mass

Premium

End User Outlook (Revenue, USD Million, 2018 - 2030)

Men

Women

Unisex

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Offline

Online

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