

# Global Men's Cologne & Fragrance Industry Market Research 2016

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## Abstracts

In this report, we analyze the Men's Cologne & Fragrance industry from two aspects. One part is about its production and the other part is about its consumption. In terms of its production, we analyze the production, revenue, gross margin of its main manufacturers and the unit price that they offer in different regions from 2011 to 2016. In terms of its consumption, we analyze the consumption volume, consumption value, sale price, import and export in different regions from 2011 to 2016. We also make a prediction of its production and consumption in coming 2016-2021.

At the same time, we classify different Men's Cologne & Fragrance based on their definitions. Upstream raw materials, equipment and downstream consumers analysis is also carried out. What's more, the Men's Cologne & Fragrance industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

Data source: customs database, industry association, expert interview and network information, etc.

## Contents

### **1 INDUSTRY OVERVIEW OF MEN'S COLOGNE & FRAGRANCE**

- 1.1 Brief Introduction of Men's Cologne & Fragrance
  - 1.1.1 Definition of Men's Cologne & Fragrance
  - 1.1.2 Development of Men's Cologne & Fragrance Industry
- 1.2 Classification of Men's Cologne & Fragrance
  - 1.2.1 Type One
  - 1.2.2 Type Two
  - 1.2.3 Type Three
- 1.3 Status of Men's Cologne & Fragrance Industry
  - 1.3.1 Industry Overview of Men's Cologne & Fragrance
  - 1.3.2 Global Major Regions Status of Men's Cologne & Fragrance

### **2 INDUSTRY CHAIN ANALYSIS OF MEN'S COLOGNE & FRAGRANCE**

- 2.1 Supply Chain Relationship Analysis of Men's Cologne & Fragrance
- 2.2 Upstream Major Raw Materials and Price Analysis of Men's Cologne & Fragrance
- 2.3 Downstream Applications of Men's Cologne & Fragrance
  - 2.3.1 Application
  - 2.3.2 Application
  - 2.3.3 Application

### **3 MANUFACTURING TECHNOLOGY OF MEN'S COLOGNE & FRAGRANCE**

- 3.1 Development of Men's Cologne & Fragrance Manufacturing Technology
- 3.2 Manufacturing Process Analysis of Men's Cologne & Fragrance
- 3.3 Trends of Men's Cologne & Fragrance Manufacturing Technology

### **4 MAJOR MANUFACTURERS ANALYSIS OF MEN'S COLOGNE & FRAGRANCE**

- 4.1 CHANEL
  - 4.1.1 Company Profile
  - 4.1.2 Product Picture and Specifications
  - 4.1.3 Capacity, Production, Price, Cost, Gross and Revenue
  - 4.1.4 Contact Information
- 4.2 Dior
  - 4.2.1 Company Profile

- 4.2.2 Product Picture and Specifications
- 4.2.3 Capacity, Production, Price, Cost, Gross and Revenue
- 4.2.4 Contact Information
- 4.3 CalvinKlein
  - 4.3.1 Company Profile
  - 4.3.2 Product Picture and Specifications
  - 4.3.3 Capacity, Production, Price, Cost, Gross and Revenue
  - 4.3.4 Contact Information
- 4.4 Bvlgari
  - 4.4.1 Company Profile
  - 4.4.2 Product Picture and Specifications
  - 4.4.3 Capacity, Production, Price, Cost, Gross and Revenue
  - 4.4.4 Contact Information
- 4.5 Versace
  - 4.5.1 Company Profile
  - 4.5.2 Product Picture and Specifications
  - 4.5.3 Capacity, Production, Price, Cost, Gross and Revenue
  - 4.5.4 Contact Information
- 4.6 Burberry
  - 4.6.1 Company Profile
  - 4.6.2 Product Picture and Specifications
  - 4.6.3 Capacity, Production, Price, Cost, Gross and Revenue
  - 4.6.4 Contact Information
- 4.7 Adidas
  - 4.7.1 Company Profile
  - 4.7.2 Product Picture and Specifications
  - 4.7.3 Capacity, Production, Price, Cost, Gross and Revenue
  - 4.7.4 Contact Information
- 4.8 HugoBoss
  - 4.8.1 Company Profile
  - 4.8.2 Product Picture and Specifications
  - 4.8.3 Capacity, Production, Price, Cost, Gross and Revenue
  - 4.8.4 Contact Information
- 4.9 Davidoff
  - 4.9.1 Company Profile
  - 4.9.2 Product Picture and Specifications
  - 4.9.3 Capacity, Production, Price, Cost, Gross and Revenue
  - 4.9.4 Contact Information
- 4.10 Gucci

- 4.10.1 Company Profile
- 4.10.2 Product Picture and Specifications
- 4.10.3 Capacity, Production, Price, Cost, Gross and Revenue
- 4.10.4 Contact Information

## **5 GLOBAL PRODUCTION, REVENUE AND PRICE ANALYSIS OF MEN'S COLOGNE & FRAGRANCE BY REGIONS, MANUFACTURERS, TYPES AND APPLICATIONS**

- 5.1 Global Production, Revenue of Men's Cologne & Fragrance by Regions 2011-2016
- 5.2 Global Production, Revenue of Men's Cologne & Fragrance by Manufacturers 2011-2016
- 5.3 Global Production, Revenue of Men's Cologne & Fragrance by Types 2011-2016
- 5.4 Global Production, Revenue of Men's Cologne & Fragrance by Applications 2011-2016
- 5.5 Price Analysis of Global Men's Cologne & Fragrance by Regions, Manufacturers, Types and Applications in 2011-2016

## **6 GLOBAL AND MAJOR REGIONS CAPACITY, PRODUCTION, REVENUE AND GROWTH RATE OF MEN'S COLOGNE & FRAGRANCE 2011-2016**

- 6.1 Global Capacity, Production, Price, Cost, Revenue, of Men's Cologne & Fragrance 2011-2016
- 6.2 China Capacity, Production, Price, Cost, Revenue, of Men's Cologne & Fragrance 2011-2016
- 6.3 Europe Capacity, Production, Price, Cost, Revenue, of Men's Cologne & Fragrance 2011-2016
- 6.4 Asia excepting China Capacity, Production, Price, Cost, Revenue, of Men's Cologne & Fragrance 2011-2016
- 6.5 North America Capacity, Production, Price, Cost, Revenue, of Men's Cologne & Fragrance 2011-2016

## **7 CONSUMPTION VOLUME, CONSUMPTION VALUE, IMPORT, EXPORT AND SALE PRICE ANALYSIS OF MEN'S COLOGNE & FRAGRANCE BY REGIONS**

- 7.1 Global Consumption Volume and Consumption Value of Men's Cologne & Fragrance by Regions 2011-2016
- 7.2 Global Consumption Volume, Consumption Value and Growth Rate of Men's Cologne & Fragrance 2011-2016
- 7.3 China Consumption Volume, Consumption Value, Import, Export and Growth Rate

of Men's Cologne & Fragrance 2011-2016

7.4 Europe Consumption Volume, Consumption Value, Import, Export and Growth Rate of Men's Cologne & Fragrance 2011-2016

7.4 Asia excepting China Consumption Volume, Consumption Value, Import, Export and Growth Rate of Men's Cologne & Fragrance 2011-2016

7.5 North America Consumption Volume, Consumption Value, Import, Export and Growth Rate of Men's Cologne & Fragrance 2011-2016

7.6 Sale Price Analysis of Global Men's Cologne & Fragrance by Regions 2011-2016

## **8 GROSS AND GROSS MARGIN ANALYSIS OF MEN'S COLOGNE & FRAGRANCE**

8.1 Global Gross and Gross Margin of Men's Cologne & Fragrance by Regions 2011-2016

8.2 Global Gross and Gross Margin of Men's Cologne & Fragrance by Manufacturers 2011-2016

8.3 Global Gross and Gross Margin of Men's Cologne & Fragrance by Types 2011-2016

8.4 Global Gross and Gross Margin of Men's Cologne & Fragrance by Applications 2011-2016

## **9 MARKETING TRADER OR DISTRIBUTOR ANALYSIS OF MEN'S COLOGNE & FRAGRANCE**

9.1 Marketing Channels Status of Men's Cologne & Fragrance

9.2 Marketing Channels Characteristic of Men's Cologne & Fragrance

9.3 Marketing Channels Development Trend of Men's Cologne & Fragrance

## **10 GLOBAL AND CHINESE ECONOMIC IMPACT ON FIBER LASER INDUSTRY**

10.1 Global and Chinese Macroeconomic Environment Analysis

10.1.1 Global Macroeconomic Analysis and Outlook

10.1.2 Chinese Macroeconomic Analysis and Outlook

10.2 Effects to Fiber Laser Industry

## **11 DEVELOPMENT TREND ANALYSIS OF MEN'S COLOGNE & FRAGRANCE**

11.1 Capacity, Production and Revenue Forecast of Men's Cologne & Fragrance by Regions, Types and Applications

11.1.1 Global Capacity, Production and Revenue of Men's Cologne & Fragrance by Regions 2016-2021

11.1.2 Global and Major Regions Capacity, Production, Revenue and Growth Rate of Men's Cologne & Fragrance 2016-2021

11.1.3 Global Capacity, Production and Revenue of Men's Cologne & Fragrance by Types 2016-2021

11.2 Consumption Volume and Consumption Value Forecast of Men's Cologne & Fragrance by Regions

11.2.1 Global Consumption Volume and Consumption Value of Men's Cologne & Fragrance by Regions 2016-2021

11.2.2 Global and Major Regions Consumption Volume, Consumption Value and Growth Rate of Men's Cologne & Fragrance 2016-2021

11.3 Supply, Import, Export and Consumption Forecast of Men's Cologne & Fragrance

11.3.1 Supply, Consumption and Gap of Men's Cologne & Fragrance 2016-2021

11.3.2 Global Capacity, Production, Price, Cost, Revenue, Supply, Import, Export and Consumption of Men's Cologne & Fragrance 2016-2021

11.3.3 North America Capacity, Production, Price, Cost, Revenue, Supply, Import, Export and Consumption of Men's Cologne & Fragrance 2016-2021

11.3.4 Europe Capacity, Production, Price, Cost, Revenue, Supply, Import, Export and Consumption of Men's Cologne & Fragrance 2016-2021

11.3.5 China Capacity, Production, Price, Cost, Revenue, Supply, Import, Export and Consumption of Men's Cologne & Fragrance 2016-2021

11.3.6 Asia excepting China Capacity, Production, Price, Cost, Revenue, Supply, Import, Export and Consumption of Men's Cologne & Fragrance 2016-2021

## **12 CONTACT INFORMATION OF MEN'S COLOGNE & FRAGRANCE**

12.1 Upstream Major Raw Materials and Equipment Suppliers Analysis of Men's Cologne & Fragrance

12.1.1 Major Raw Materials Suppliers with Contact Information Analysis of Men's Cologne & Fragrance

12.1.2 Major Equipment Suppliers with Contact Information Analysis of Men's Cologne & Fragrance

12.2 Downstream Major Consumers Analysis of Men's Cologne & Fragrance

12.2.1 Major Consumers with Contact Information Analysis of Men's Cologne & Fragrance

12.3 Major Suppliers of Men's Cologne & Fragrance with Contact Information

12.4 Supply Chain Relationship Analysis of Men's Cologne & Fragrance

## **13 NEW PROJECT INVESTMENT FEASIBILITY ANALYSIS OF MEN'S COLOGNE & FRAGRANCE**

13.1 New Project SWOT Analysis of Men's Cologne & Fragrance

13.2 New Project Investment Feasibility Analysis of Men's Cologne & Fragrance

12.2.1 Project Name

13.2.2 Investment Budget

13.2.3 Project Product Solutions

13.2.4 Project Schedule

## **14 CONCLUSION OF THE GLOBAL MEN'S COLOGNE & FRAGRANCE INDUSTRY 2016 MARKET RESEARCH REPORT**

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