

# The World Market for Scent Sprays, Toilet Sprays, and Their Mounts and Heads: A 2024 Global Trade Perspective

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## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for scent sprays, toilet sprays, and their mounts and heads. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for scent sprays, toilet sprays, and their mounts and heads for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Scent sprays, toilet sprays, and their mounts and heads' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'scent sprays, toilet sprays, and their mounts and heads' is 89987.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IN 2024

### 3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 MOROCCO

3.1.3 NIGERIA

3.1.4 SOUTH AFRICA

3.1.5 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 HONG KONG

3.2.4 INDIA

3.2.5 INDONESIA

3.2.6 JAPAN

3.2.7 MALAYSIA

3.2.8 SINGAPORE

3.2.9 SOUTH KOREA

3.2.10 TAIWAN

3.2.11 THAILAND

3.2.12 THE PHILIPPINES

3.2.13 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IN 2024

#### 3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELARUS

3.3.4 BELGIUM

3.3.5 BULGARIA

3.3.6 DENMARK

3.3.7 ESTONIA

3.3.8 FINLAND

3.3.9 FRANCE

3.3.10 GERMANY

3.3.11 GREECE

3.3.12 HUNGARY

3.3.13 IRELAND

3.3.14 ITALY

3.3.15 LATVIA

3.3.16 LITHUANIA

3.3.17 MALTA

3.3.18 POLAND

3.3.19 PORTUGAL

3.3.20 RUSSIA

3.3.21 SLOVAKIA

3.3.22 SLOVENIA

3.3.23 SPAIN

3.3.24 SWEDEN

3.3.25 SWITZERLAND

3.3.26 THE CZECH REPUBLIC

3.3.27 THE NETHERLANDS

3.3.28 THE UNITED KINGDOM

3.3.29 UKRAINE

### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IN 2024

#### 3.4.1 EXECUTIVE SUMMARY

3.4.2 ARGENTINA

3.4.3 BRAZIL

3.4.4 COLOMBIA

3.4.5 MEXICO

3.4.6 PERU

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IN 2024

#### 3.5.1 EXECUTIVE SUMMARY

#### 3.5.2 CANADA

#### 3.5.3 THE UNITED STATES

### 3.6 OCEANIA: EXPORT SUPPLIES OF SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IN 2024

#### 3.6.1 EXECUTIVE SUMMARY

#### 3.6.2 AUSTRALIA

### 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IN 2024

#### 3.7.1 EXECUTIVE SUMMARY

#### 3.7.2 ISRAEL

#### 3.7.3 LEBANON

#### 3.7.4 THE UNITED ARAB EMIRATES

#### 3.7.5 TURKEY

## 4 IMPORTS

### 4.1 AFRICA: SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IMPORTS IN 2024

#### 4.1.1 EXECUTIVE SUMMARY

#### 4.1.2 ALGERIA

#### 4.1.3 BOTSWANA

#### 4.1.4 BURKINA FASO

#### 4.1.5 COTE D'IVOIRE

#### 4.1.6 EGYPT

#### 4.1.7 MALAWI

#### 4.1.8 MAURITIUS

#### 4.1.9 MOROCCO

#### 4.1.10 NAMIBIA

#### 4.1.11 NIGERIA

#### 4.1.12 SENEGAL

#### 4.1.13 SIERRA LEONE

#### 4.1.14 SOUTH AFRICA

#### 4.1.15 UGANDA

#### 4.1.16 ZAMBIA

#### 4.1.17 ZIMBABWE

### 4.2 ASIA: SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS

## IMPORTS IN 2024

### 4.2.1 EXECUTIVE SUMMARY

### 4.2.2 BRUNEI

### 4.2.3 CHINA

### 4.2.4 HONG KONG

### 4.2.5 INDIA

### 4.2.6 INDONESIA

### 4.2.7 JAPAN

### 4.2.8 MALAYSIA

### 4.2.9 NEPAL

### 4.2.10 SINGAPORE

### 4.2.11 SOUTH KOREA

### 4.2.12 SRI LANKA

### 4.2.13 TAIWAN

### 4.2.14 THAILAND

### 4.2.15 THE PHILIPPINES

### 4.2.16 VIETNAM

## 4.3 EUROPE: SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IMPORTS IN 2024

### 4.3.1 EXECUTIVE SUMMARY

### 4.3.2 AUSTRIA

### 4.3.3 BELARUS

### 4.3.4 BELGIUM

### 4.3.5 BOSNIA AND HERZEGOVINA

### 4.3.6 BULGARIA

### 4.3.7 CROATIA

### 4.3.8 CYPRUS

### 4.3.9 DENMARK

### 4.3.10 ESTONIA

### 4.3.11 FINLAND

### 4.3.12 FRANCE

### 4.3.13 GEORGIA

### 4.3.14 GERMANY

### 4.3.15 GREECE

### 4.3.16 HUNGARY

### 4.3.17 IRELAND

### 4.3.18 ITALY

### 4.3.19 KAZAKHSTAN

### 4.3.20 LATVIA

- 4.3.21 LITHUANIA
- 4.3.22 LUXEMBOURG
- 4.3.23 MACEDONIA
- 4.3.24 MALTA
- 4.3.25 MOLDOVA
- 4.3.26 NORWAY
- 4.3.27 POLAND
- 4.3.28 PORTUGAL
- 4.3.29 ROMANIA
- 4.3.30 RUSSIA
- 4.3.31 SLOVAKIA
- 4.3.32 SLOVENIA
- 4.3.33 SPAIN
- 4.3.34 SWEDEN
- 4.3.35 SWITZERLAND
- 4.3.36 THE CZECH REPUBLIC
- 4.3.37 THE NETHERLANDS
- 4.3.38 THE UNITED KINGDOM
- 4.3.39 UKRAINE

#### 4.4 LATIN AMERICA: SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BOLIVIA
- 4.4.4 BRAZIL
- 4.4.5 CHILE
- 4.4.6 COLOMBIA
- 4.4.7 ECUADOR
- 4.4.8 EL SALVADOR
- 4.4.9 GUATEMALA
- 4.4.10 GUYANA
- 4.4.11 HONDURAS
- 4.4.12 MEXICO
- 4.4.13 PANAMA
- 4.4.14 PARAGUAY
- 4.4.15 PERU
- 4.4.16 URUGUAY

#### 4.5 NORTH AMERICA & THE CARIBBEAN: SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IMPORTS IN 2024

#### 4.5.1 EXECUTIVE SUMMARY

#### 4.5.2 CANADA

#### 4.5.3 THE BAHAMAS

#### 4.5.4 THE UNITED STATES

### 4.6 OCEANIA: SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IMPORTS IN 2024

#### 4.6.1 EXECUTIVE SUMMARY

#### 4.6.2 AUSTRALIA

#### 4.6.3 NEW ZEALAND

### 4.7 THE MIDDLE EAST: SCENT SPRAYS, TOILET SPRAYS, AND THEIR MOUNTS AND HEADS IMPORTS IN 2024

#### 4.7.1 EXECUTIVE SUMMARY

#### 4.7.2 ARMENIA

#### 4.7.3 BAHRAIN

#### 4.7.4 ISRAEL

#### 4.7.5 JORDAN

#### 4.7.6 KUWAIT

#### 4.7.7 LEBANON

#### 4.7.8 OMAN

#### 4.7.9 PAKISTAN

#### 4.7.10 QATAR

#### 4.7.11 TURKEY

#### 4.7.12 YEMEN

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