

# Luxury Perfume Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global luxury perfume market size reached US\$ 11.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 19.5 Billion by 2028, exhibiting a growth rate (CAGR) of 6.14% during 2023-2028.

Luxury perfume is a category of perfume characterized by artistry and originality, with its value lying not only in the fragrance but also in the packaging. These perfumes are exclusively manufactured with aromas that are more sophisticated, with subtle tones and perfect balance. Luxury perfumes are commonly categorized into men, women, and unisex. They signify the style and personality of an individual, and a good scent also influences mood, emotions, behavior, perception, and human thoughts. These perfumes are widely available across online and offline retail stores.

### Luxury Perfume Market Trends:

The escalating brand consciousness along with the growing expenditures on high-end personal grooming products are primarily driving the global luxury perfume market. In addition to this, the expanding working women population, increasing consumer disposable income levels, and elevating levels of urbanization are some of the other key factors augmenting the sales of luxury perfumes. Moreover, the rising influence of celebrity endorsements coupled with the wide product availability on e-commerce platforms supported by discounted offers, doorstep delivery, faster product launches, etc., is creating a positive outlook for the luxury perfume market. Besides this, the introduction of innovative perfume variants that adapt quickly to consumers' skin pH levels is acting as another significant growth-inducing factor. Additionally, the emerging trend of gifting exclusive perfumes on special occasions, including festivals, birthdays, anniversaries, etc., is further bolstering the global market. Apart from this, several key

players are utilizing various marketing strategies, such as introducing luxury perfumes in smaller packages and bundling them with other products like deodorants to expand their consumer base, thereby stimulating the product demand. Furthermore, the shifting consumer preferences from synthetic perfumes towards natural ones due to the escalating concerns over allergies and toxins have led to the launch of oud-based fragrances. This, in turn, is also propelling the growth of the market. Additionally, the increasing popularity of sustainable and eco-friendly product variants coupled with the emerging trend of fragrance customization is expected to drive the global luxury perfume market during the forecasted period.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global luxury perfume market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on price, end user and distribution channel.

#### Breakup by Price:

- \$50 - \$100
- \$100 - \$200
- Above \$200

#### Breakup by End User:

- Male
- Female
- Unisex

#### Breakup by Distribution Channel:

- Specialty Stores
- Online Stores

#### Breakup by Region:

- North America
- United States
- Canada
- Asia-Pacific

China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Chanel (Chanel Limited), Clive Christian (Nichebox S.R.L.), Creed Boutique LLC, Floris London, Gianni Versace S.r.l. (Capri Holdings), Giorgio Armani S.p.A., Guccio Gucci S.p.A. (Kering), Hermès International S.A. (H51 SAS), LVMH Moët Hennessy Louis Vuitton, Prada Holding S.P.A., Ralph Lauren Corporation and The Estée Lauder Companies Inc.

#### Key Questions Answered in This Report:

How has the global luxury perfume market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global luxury perfume market?

What are the key regional markets?

What is the breakup of the market based on the price?

What is the breakup of the market based on the end user?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global luxury perfume market and who are the key players?  
What is the degree of competition in the industry?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL LUXURY PERFUME MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRICE**

- 6.1 \$50 - \$100
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 \$100 - \$200
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Above \$200

6.3.1 Market Trends

6.3.2 Market Forecast

## **7 MARKET BREAKUP BY END USER**

7.1 Male

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Female

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Unisex

7.3.1 Market Trends

7.3.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

8.1 Specialty Stores

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Online Stores

8.2.1 Market Trends

8.2.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

- 9.2.2.2 Market Forecast
- 9.2.3 India
  - 9.2.3.1 Market Trends
  - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
  - 9.2.4.1 Market Trends
  - 9.2.4.2 Market Forecast
- 9.2.5 Australia
  - 9.2.5.1 Market Trends
  - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
  - 9.2.6.1 Market Trends
  - 9.2.6.2 Market Forecast
- 9.2.7 Others
  - 9.2.7.1 Market Trends
  - 9.2.7.2 Market Forecast
- 9.3 Europe
  - 9.3.1 Germany
    - 9.3.1.1 Market Trends
    - 9.3.1.2 Market Forecast
  - 9.3.2 France
    - 9.3.2.1 Market Trends
    - 9.3.2.2 Market Forecast
  - 9.3.3 United Kingdom
    - 9.3.3.1 Market Trends
    - 9.3.3.2 Market Forecast
  - 9.3.4 Italy
    - 9.3.4.1 Market Trends
    - 9.3.4.2 Market Forecast
  - 9.3.5 Spain
    - 9.3.5.1 Market Trends
    - 9.3.5.2 Market Forecast
  - 9.3.6 Russia
    - 9.3.6.1 Market Trends
    - 9.3.6.2 Market Forecast
  - 9.3.7 Others
    - 9.3.7.1 Market Trends
    - 9.3.7.2 Market Forecast
- 9.4 Latin America

#### 9.4.1 Brazil

##### 9.4.1.1 Market Trends

##### 9.4.1.2 Market Forecast

#### 9.4.2 Mexico

##### 9.4.2.1 Market Trends

##### 9.4.2.2 Market Forecast

#### 9.4.3 Others

##### 9.4.3.1 Market Trends

##### 9.4.3.2 Market Forecast

#### 9.5 Middle East and Africa

##### 9.5.1 Market Trends

##### 9.5.2 Market Breakup by Country

##### 9.5.3 Market Forecast

### **10 SWOT ANALYSIS**

#### 10.1 Overview

#### 10.2 Strengths

#### 10.3 Weaknesses

#### 10.4 Opportunities

#### 10.5 Threats

### **11 VALUE CHAIN ANALYSIS**

### **12 PORTERS FIVE FORCES ANALYSIS**

#### 12.1 Overview

#### 12.2 Bargaining Power of Buyers

#### 12.3 Bargaining Power of Suppliers

#### 12.4 Degree of Competition

#### 12.5 Threat of New Entrants

#### 12.6 Threat of Substitutes

### **13 PRICE ANALYSIS**

### **14 COMPETITIVE LANDSCAPE**

#### 14.1 Market Structure

#### 14.2 Key Players



- 14.3 Profiles of Key Players
  - 14.3.1 Chanel (Chanel Limited)
    - 14.3.1.1 Company Overview
    - 14.3.1.2 Product Portfolio
  - 14.3.2 Clive Christian (Nichebox S.R.L.)
    - 14.3.2.1 Company Overview
    - 14.3.2.2 Product Portfolio
  - 14.3.3 Creed Boutique LLC
    - 14.3.3.1 Company Overview
    - 14.3.3.2 Product Portfolio
  - 14.3.4 Floris London
    - 14.3.4.1 Company Overview
    - 14.3.4.2 Product Portfolio
  - 14.3.5 Gianni Versace S.r.l. (Capri Holdings)
    - 14.3.5.1 Company Overview
    - 14.3.5.2 Product Portfolio
  - 14.3.6 Giorgio Armani S.p.A.
    - 14.3.6.1 Company Overview
    - 14.3.6.2 Product Portfolio
  - 14.3.7 Guccio Gucci S.p.A. (Kering)
    - 14.3.7.1 Company Overview
    - 14.3.7.2 Product Portfolio
  - 14.3.8 Hermès International S.A. (H51 SAS)
    - 14.3.8.1 Company Overview
    - 14.3.8.2 Product Portfolio
  - 14.3.9 LVMH Moët Hennessy Louis Vuitton
    - 14.3.9.1 Company Overview
    - 14.3.9.2 Product Portfolio
  - 14.3.10 Prada Holding S.P.A.
    - 14.3.10.1 Company Overview
    - 14.3.10.2 Product Portfolio
  - 14.3.11 Ralph Lauren Corporation
    - 14.3.11.1 Company Overview
    - 14.3.11.2 Product Portfolio
  - 14.3.12 The Estée Lauder Companies Inc.
    - 14.3.12.1 Company Overview
    - 14.3.12.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Luxury Perfume Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Luxury Perfume Market Forecast: Breakup by Price (in Million US\$), 2023-2028

Table 3: Global: Luxury Perfume Market Forecast: Breakup by End User (in Million US\$), 2023-2028

Table 4: Global: Luxury Perfume Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Luxury Perfume Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Luxury Perfume Market: Competitive Structure

Table 7: Global: Luxury Perfume Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Luxury Perfume Market: Major Drivers and Challenges

Figure 2: Global: Luxury Perfume Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Luxury Perfume Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Luxury Perfume Market: Breakup by Price (in %), 2022

Figure 5: Global: Luxury Perfume Market: Breakup by End User (in %), 2022

Figure 6: Global: Luxury Perfume Market: Breakup by Distribution Channel (in %), 2022

Figure 7: Global: Luxury Perfume Market: Breakup by Region (in %), 2022

Figure 8: Global: Luxury Perfume (\$50 - \$100) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Luxury Perfume (\$50 - \$100) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Luxury Perfume (\$100 - \$200) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Luxury Perfume (\$100 - \$200) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Luxury Perfume (Above \$200) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Luxury Perfume (Above \$200) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Luxury Perfume (Male) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Luxury Perfume (Male) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Luxury Perfume (Female) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Luxury Perfume (Female) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Luxury Perfume (Unisex) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Luxury Perfume (Unisex) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Luxury Perfume (Specialty Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Luxury Perfume (Specialty Stores) Market Forecast: Sales Value (in

Million US\$), 2023-2028

Figure 22: Global: Luxury Perfume (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Luxury Perfume (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: North America: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: North America: Luxury Perfume Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: United States: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: United States: Luxury Perfume Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Canada: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Canada: Luxury Perfume Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Asia-Pacific: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Asia-Pacific: Luxury Perfume Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: China: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: China: Luxury Perfume Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Japan: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Japan: Luxury Perfume Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: India: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: India: Luxury Perfume Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: South Korea: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: South Korea: Luxury Perfume Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Australia: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Australia: Luxury Perfume Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Indonesia: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Indonesia: Luxury Perfume Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 44: Others: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Others: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 46: Europe: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Europe: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 48: Germany: Luxury Perfume Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 49: Germany: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 50: France: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: France: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 52: United Kingdom: Luxury Perfume Market: Sales Value (in Million US\$), 2017  
& 2022

Figure 53: United Kingdom: Luxury Perfume Market Forecast: Sales Value (in Million  
US\$), 2023-2028

Figure 54: Italy: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Italy: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 56: Spain: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Spain: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 58: Russia: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Russia: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 60: Others: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Others: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 62: Latin America: Luxury Perfume Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 63: Latin America: Luxury Perfume Market Forecast: Sales Value (in Million  
US\$), 2023-2028

Figure 64: Brazil: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Brazil: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 66: Mexico: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Mexico: Luxury Perfume Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 68: Others: Luxury Perfume Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Others: Luxury Perfume Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 70: Middle East and Africa: Luxury Perfume Market: Sales Value (in Million US\$),  
2017 & 2022

Figure 71: Middle East and Africa: Luxury Perfume Market: Breakup by Country (in %),  
2022

Figure 72: Middle East and Africa: Luxury Perfume Market Forecast: Sales Value (in  
Million US\$), 2023-2028

Figure 73: Global: Luxury Perfume Industry: SWOT Analysis

Figure 74: Global: Luxury Perfume Industry: Value Chain Analysis

Figure 75: Global: Luxury Perfume Industry: Porter's Five Forces Analysis

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