

North America Perfume Market Report by Perfume Type (Premium Perfume Products, Mass Perfume Products), Category (Female Fragrances, Male Fragrances, Unisex Fragrances), Distribution Channel (Supermarkets and Hypermarkets, Specialty Retailers, Online Stores, and Others), and Country 2024-2032

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Abstracts

The North America perfume market size reached US\$ 6.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8.5 Billion by 2032, exhibiting a growth rate (CAGR) of 2.8% during 2024-2032.

A perfume is a combination of essential oils and aroma compounds which gives a pleasant smell to an individual's body. Plants such as sandalwood, rosemary, jasmine, cinnamon and rose are the primary sources of essential oils that provide a distinctive aroma to the perfume. Apart from this, various natural ingredients like flowers, grasses, spices, fruits, woods, roots, resins, balsams, leaves, gums and animal secretions are also used in the perfume production.

The North America perfume market is currently being driven by several factors. The market growth can primarily be attributed to an increase in consumer spending on beauty and personal care items in the region. Moreover, one of the major trends in the region is the growing preference for a variety of fragrances as opposed to a single signature scent. Being witnessed particularly among the younger generation, this trend has encouraged consumer spending on both mass as well as premium products. Moreover, the rising demand for on-the-go, natural and value-added products is also contributing to the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America perfume market report, along with forecasts at the regional and country level from 2024-2032. Our report has categorized the market based on perfume type, category and distribution channel.

Key Regions Analysed

United States

Canada

Analysis for Each Country

Market by Perfume Type

Premium Perfume Products

Mass Perfume Products

Market by Category

Female Fragrances

Male Fragrances

Unisex Fragrances

Market by Distribution Channel

Supermarkets and Hypermarkets

Specialty Retailers

Online Stores

Others

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

Competitive Landscape

Competitive Structure

Key Player Profiles

Key Questions Answered in This Report

1. What was the size of the North America perfume market in 2023?
2. What is the expected growth rate of the North America perfume market during 2024-2032?

3. What are the key factors driving the North America perfume market?
4. What has been the impact of COVID-19 on the North America perfume market?
5. What is the breakup of the North America perfume market based on perfume type?
6. What is the breakup of the North America perfume market based on the category?
7. What is the breakup of the North America perfume market based on the distribution channel?
8. What are the key regions in the North America perfume market?

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