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# Global Bath Fragrance Market Growth 2025-2031

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## Abstracts

The global Bath Fragrance market size is predicted to grow from US$ 12960 million in 2025 to US$ 18840 million in 2031; it is expected to grow at a CAGR of 6.4% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Bath fragrance refers to aromatic products that release specific fragrances in the bathing scene to create a comfortable atmosphere and enhance the bathing experience through products such as scented essential oils, bath shampoos, and bubble baths. Its functions include relaxing the body and mind, relieving stress, and improving mood. Bath fragrance, as a category in the fragrance industry that is deeply integrated with health and leisure scenes, is benefiting from the increase in consumers' demand for bathing rituals and emotional value, especially in high-end bathing centers, hotels, and home SPA scenes.

United States market for Bath Fragrance is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Bath Fragrance is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Bath Fragrance is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Bath Fragrance players cover Chanel, Bvlgari, L'Occitane, Shiseido, Unilever, etc. In terms of revenue, the global two largest companies occupied for a

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share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the “Bath Fragrance Industry Forecast” looks at past sales and reviews total world Bath Fragrance sales in 2024, providing a comprehensive analysis by region and market sector of projected Bath Fragrance sales for 2025 through 2031. With Bath Fragrance sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Bath Fragrance industry.

This Insight Report provides a comprehensive analysis of the global Bath Fragrance landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Bath Fragrance portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Bath Fragrance market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Bath Fragrance and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Bath Fragrance.

This report presents a comprehensive overview, market shares, and growth opportunities of Bath Fragrance market by product type, application, key manufacturers and key regions and countries.

**Segmentation by Type:**

Liquid Fragrance

Solid Fragrance

**Segmentation by Application:**

Home Use

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Commercial Use

**This report also splits the market by region:**

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

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Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Chanel

Bvlgari

L'Occitane

Shiseido

Unilever

P&G

Olfaction N'

Agilex Fragrances

BrambleBerry

Thymes

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Bath & Body Works India

Jo Malone

Aesop

The Body Shop

Diptyque

Victoria's Secret

Temple Spa

Aura Cacia

ESPA

Aromatherapy Associates

Scottish Fine Soaps

**Key Questions Addressed in this Report**

What is the 10-year outlook for the global Bath Fragrance market?
What factors are driving Bath Fragrance market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do Bath Fragrance market opportunities vary by end market size?
How does Bath Fragrance break out by Type, by Application?

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