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Global Eau de Cologne Market Growth 2026-2032

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Abstracts

The global Eau de Cologne market size is predicted to grow from US$ 8992 million in 2025 to US$ 13520 million in 2032; it is expected to grow at a CAGR of 6.1% from 2026 to 2032.

In 2024, global Eau de Cologne production reached approximately 280.22 M Units, with an average global market price of around 31.24 USD per Unit.

Eau de Cologne (EDC) is a specific class of fragrance defined by its low concentration of aromatic oils, its traditional scent profile, and its historical use as a refreshing body tonic. Eau de Cologne contains the lowest concentration of aromatic compounds (essential oils and fragrance extracts) among the main fragrance categories. The oil content typically ranges from 2% to 5% diluted in a high-alcohol base (often around 70-90% alcohol).

Today, consumers are no longer satisfied with just a simple fragrance function; natural and organic ingredients have become core demands. Eau de Cologne, with its added plant essential oils and absence of synthetic preservatives, is highly favored, and the market share of this high-end product line is steadily increasing. At the same time, Eau de Cologne has broken the traditional perception of ""men's fragrance,"" becoming a light fragrance choice suitable for all genders and ages. Young people see it as an important way to express their personal style, while health-conscious consumers value its gentle and refreshing user experience. The demand base continues to expand, and the market potential continues to be released.

Eau de Cologne's upstream raw materials mainly include citrus oils, flavorings, and alcohol. Typical suppliers include Givaudan, Firmenich, Symrise, and Mane. Eau de Cologne's sales channels are primarily online and offline, with typical online platforms including Amazon, Walmart, Alibaba, and eBay.

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The production capacity of a single Eau de Cologne production line varies significantly depending on the size of the manufacturing company and the level of automation. Annual single-line capacity typically ranges from 1 million to 5 million bottles. Eau de Cologne's gross profit margin is influenced by factors such as raw material type and brand positioning, generally ranging from 30% to 50%.

United States market for Eau de Cologne is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Eau de Cologne is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Eau de Cologne is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Eau de Cologne players cover Guerlain, CHANEL, Dior, Louis Vuitton, Le Labo, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Eau de Cologne Industry Forecast” looks at past sales and reviews total world Eau de Cologne sales in 2025, providing a comprehensive analysis by region and market sector of projected Eau de Cologne sales for 2026 through 2032. With Eau de Cologne sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Eau de Cologne industry.

This Insight Report provides a comprehensive analysis of the global Eau de Cologne 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 Eau de Cologne portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Eau de Cologne market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Eau de Cologne and breaks down the forecast by Type,

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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 Eau de Cologne.

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

Market Segmentation

Segmentation by Type:

Hesperidic

Aromatic Herbal

Segmentation by Alcohol Concentration:

Low Concentration

High Concentration

Segmentation by Application:

Online

Offline

This report also splits the market by region:

Americas

United States

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- Canada
- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel

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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.

Guerlain

CHANEL

Dior

Louis Vuitton

Le Labo

Ralph Lauren

Calvin Klein

Armani

Herm?s

D.S. & DURGA

YSL

Acqua di Parma

Diptyque

Aesop

Malin + Goetz

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Fr?d?ric Malle

Amouage

Yves Saint Laurent

Tom Ford

Byredo

Penhaligon’s

Givenchy

Xerjoff

Dolce & Gabbana

Hugo

4711 Original Eau de Cologne

Creed

Nishane

Editions de Parfums

Versace

PRADA BEAUTY

Mugler

Jean Paul Gaultier

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Key Questions Addressed in this Report

What is the 10-year outlook for the global Eau de Cologne market?

What factors are driving Eau de Cologne market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Eau de Cologne market opportunities vary by end market size?

How does Eau de Cologne break out by Type, by Application?

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Eau de Cologne Annual Sales 2021-2032
  2.1.2 World Current & Future Analysis for Eau de Cologne by Geographic Region, 2021, 2025 & 2032
  2.1.3 World Current & Future Analysis for Eau de Cologne by Country/Region, 2021, 2025 & 2032
2.2 Eau de Cologne Segment by Type
  2.2.1 Hesperidic
  2.2.2 Aromatic Herbal
  2.2.3 Eau de Cologne Sales by Type
    2.2.3.1 Global Eau de Cologne Sales Market Share by Type (2021-2026)
    2.2.3.2 Global Eau de Cologne Revenue and Market Share by Type (2021-2026)
    2.2.3.3 Global Eau de Cologne Sale Price by Type (2021-2026)
2.3 Eau de Cologne Segment by Alcohol Concentration
  2.3.1 Low Concentration
  2.3.2 High Concentration
  2.3.3 Eau de Cologne Sales by Alcohol Concentration
    2.3.3.1 Global Eau de Cologne Sales Market Share by Alcohol Concentration (2021-2026)
    2.3.3.2 Global Eau de Cologne Revenue and Market Share by Alcohol Concentration (2021-2026)
    2.3.3.3 Global Eau de Cologne Sale Price by Alcohol Concentration (2021-2026)
2.4 Eau de Cologne Segment by Application
  2.4.1 Online

+357 96 030922
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2.4.2 Offline
2.4.3 Eau de Cologne Sales by Application
2.4.3.1 Global Eau de Cologne Sale Market Share by Application (2021-2026)
2.4.3.2 Global Eau de Cologne Revenue and Market Share by Application (2021-2026)
2.4.3.3 Global Eau de Cologne Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Eau de Cologne Breakdown Data by Company
3.1.1 Global Eau de Cologne Annual Sales by Company (2021-2026)
3.1.2 Global Eau de Cologne Sales Market Share by Company (2021-2026)
3.2 Global Eau de Cologne Annual Revenue by Company (2021-2026)
3.2.1 Global Eau de Cologne Revenue by Company (2021-2026)
3.2.2 Global Eau de Cologne Revenue Market Share by Company (2021-2026)
3.3 Global Eau de Cologne Sale Price by Company
3.4 Key Manufacturers Eau de Cologne Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Eau de Cologne Product Location Distribution
3.4.2 Players Eau de Cologne Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.6 New Products and Potential Entrants
3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR EAU DE COLOGNE BY GEOGRAPHIC REGION

4.1 World Historic Eau de Cologne Market Size by Geographic Region (2021-2026)
4.1.1 Global Eau de Cologne Annual Sales by Geographic Region (2021-2026)
4.1.2 Global Eau de Cologne Annual Revenue by Geographic Region (2021-2026)
4.2 World Historic Eau de Cologne Market Size by Country/Region (2021-2026)
4.2.1 Global Eau de Cologne Annual Sales by Country/Region (2021-2026)
4.2.2 Global Eau de Cologne Annual Revenue by Country/Region (2021-2026)
4.3 Americas Eau de Cologne Sales Growth
4.4 APAC Eau de Cologne Sales Growth
4.5 Europe Eau de Cologne Sales Growth
4.6 Middle East & Africa Eau de Cologne Sales Growth

+357 96 030922
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5 AMERICAS

5.1 Americas Eau de Cologne Sales by Country
5.1.1 Americas Eau de Cologne Sales by Country (2021-2026)
5.1.2 Americas Eau de Cologne Revenue by Country (2021-2026)
5.2 Americas Eau de Cologne Sales by Type (2021-2026)
5.3 Americas Eau de Cologne Sales by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Eau de Cologne Sales by Region
6.1.1 APAC Eau de Cologne Sales by Region (2021-2026)
6.1.2 APAC Eau de Cologne Revenue by Region (2021-2026)
6.2 APAC Eau de Cologne Sales by Type (2021-2026)
6.3 APAC Eau de Cologne Sales by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 China Taiwan

7 EUROPE

7.1 Europe Eau de Cologne by Country
7.1.1 Europe Eau de Cologne Sales by Country (2021-2026)
7.1.2 Europe Eau de Cologne Revenue by Country (2021-2026)
7.2 Europe Eau de Cologne Sales by Type (2021-2026)
7.3 Europe Eau de Cologne Sales by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

+357 96 030922
info@marketpublishers.com

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Eau de Cologne by Country
  8.1.1 Middle East & Africa Eau de Cologne Sales by Country (2021-2026)
  8.1.2 Middle East & Africa Eau de Cologne Revenue by Country (2021-2026)
8.2 Middle East & Africa Eau de Cologne Sales by Type (2021-2026)
8.3 Middle East & Africa Eau de Cologne Sales by Application (2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers
10.2 Manufacturing Cost Structure Analysis of Eau de Cologne
10.3 Manufacturing Process Analysis of Eau de Cologne
10.4 Industry Chain Structure of Eau de Cologne

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 Eau de Cologne Distributors
11.3 Eau de Cologne Customer

12 WORLD FORECAST REVIEW FOR EAU DE COLOGNE BY GEOGRAPHIC REGION

12.1 Global Eau de Cologne Market Size Forecast by Region

+357 96 030922
info@marketpublishers.com

12.1.1 Global Eau de Cologne Forecast by Region (2027-2032)
12.1.2 Global Eau de Cologne Annual Revenue Forecast by Region (2027-2032)
12.2 Americas Forecast by Country (2027-2032)
12.3 APAC Forecast by Region (2027-2032)
12.4 Europe Forecast by Country (2027-2032)
12.5 Middle East & Africa Forecast by Country (2027-2032)
12.6 Global Eau de Cologne Forecast by Type (2027-2032)
12.7 Global Eau de Cologne Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Guerlain
13.1.1 Guerlain Company Information
13.1.2 Guerlain Eau de Cologne Product Portfolios and Specifications
13.1.3 Guerlain Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.1.4 Guerlain Main Business Overview
13.1.5 Guerlain Latest Developments
13.2 CHANEL
13.2.1 CHANEL Company Information
13.2.2 CHANEL Eau de Cologne Product Portfolios and Specifications
13.2.3 CHANEL Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.2.4 CHANEL Main Business Overview
13.2.5 CHANEL Latest Developments
13.3 Dior
13.3.1 Dior Company Information
13.3.2 Dior Eau de Cologne Product Portfolios and Specifications
13.3.3 Dior Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.3.4 Dior Main Business Overview
13.3.5 Dior Latest Developments
13.4 Louis Vuitton
13.4.1 Louis Vuitton Company Information
13.4.2 Louis Vuitton Eau de Cologne Product Portfolios and Specifications
13.4.3 Louis Vuitton Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.4.4 Louis Vuitton Main Business Overview
13.4.5 Louis Vuitton Latest Developments
13.5 Le Labo
13.5.1 Le Labo Company Information

+357 96 030922
info@marketpublishers.com

13.5.2 Le Labo Eau de Cologne Product Portfolios and Specifications
13.5.3 Le Labo Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.5.4 Le Labo Main Business Overview
13.5.5 Le Labo Latest Developments
13.6 Ralph Lauren
13.6.1 Ralph Lauren Company Information
13.6.2 Ralph Lauren Eau de Cologne Product Portfolios and Specifications
13.6.3 Ralph Lauren Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.6.4 Ralph Lauren Main Business Overview
13.6.5 Ralph Lauren Latest Developments
13.7 Calvin Klein
13.7.1 Calvin Klein Company Information
13.7.2 Calvin Klein Eau de Cologne Product Portfolios and Specifications
13.7.3 Calvin Klein Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.7.4 Calvin Klein Main Business Overview
13.7.5 Calvin Klein Latest Developments
13.8 Armani
13.8.1 Armani Company Information
13.8.2 Armani Eau de Cologne Product Portfolios and Specifications
13.8.3 Armani Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.8.4 Armani Main Business Overview
13.8.5 Armani Latest Developments
13.9 Herm?s
13.9.1 Herm?s Company Information
13.9.2 Herm?s Eau de Cologne Product Portfolios and Specifications
13.9.3 Herm?s Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.9.4 Herm?s Main Business Overview
13.9.5 Herm?s Latest Developments
13.10 D.S. & DURGA
13.10.1 D.S. & DURGA Company Information
13.10.2 D.S. & DURGA Eau de Cologne Product Portfolios and Specifications
13.10.3 D.S. & DURGA Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.10.4 D.S. & DURGA Main Business Overview
13.10.5 D.S. & DURGA Latest Developments
13.11 YSL
13.11.1 YSL Company Information

+357 96 030922
info@marketpublishers.com

13.11.2 YSL Eau de Cologne Product Portfolios and Specifications
13.11.3 YSL Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.11.4 YSL Main Business Overview
13.11.5 YSL Latest Developments
13.12 Acqua di Parma
13.12.1 Acqua di Parma Company Information
13.12.2 Acqua di Parma Eau de Cologne Product Portfolios and Specifications
13.12.3 Acqua di Parma Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.12.4 Acqua di Parma Main Business Overview
13.12.5 Acqua di Parma Latest Developments
13.13 Diptyque
13.13.1 Diptyque Company Information
13.13.2 Diptyque Eau de Cologne Product Portfolios and Specifications
13.13.3 Diptyque Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.13.4 Diptyque Main Business Overview
13.13.5 Diptyque Latest Developments
13.14 Aesop
13.14.1 Aesop Company Information
13.14.2 Aesop Eau de Cologne Product Portfolios and Specifications
13.14.3 Aesop Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.14.4 Aesop Main Business Overview
13.14.5 Aesop Latest Developments
13.15 Malin + Goetz
13.15.1 Malin + Goetz Company Information
13.15.2 Malin + Goetz Eau de Cologne Product Portfolios and Specifications
13.15.3 Malin + Goetz Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.15.4 Malin + Goetz Main Business Overview
13.15.5 Malin + Goetz Latest Developments
13.16 Fr?d?ric Malle
13.16.1 Fr?d?ric Malle Company Information
13.16.2 Fr?d?ric Malle Eau de Cologne Product Portfolios and Specifications
13.16.3 Fr?d?ric Malle Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.16.4 Fr?d?ric Malle Main Business Overview
13.16.5 Fr?d?ric Malle Latest Developments
13.17 Amouage

+357 96 030922
info@marketpublishers.com

13.17.1 Amouage Company Information
13.17.2 Amouage Eau de Cologne Product Portfolios and Specifications
13.17.3 Amouage Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.17.4 Amouage Main Business Overview
13.17.5 Amouage Latest Developments
13.18 Yves Saint Laurent
13.18.1 Yves Saint Laurent Company Information
13.18.2 Yves Saint Laurent Eau de Cologne Product Portfolios and Specifications
13.18.3 Yves Saint Laurent Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.18.4 Yves Saint Laurent Main Business Overview
13.18.5 Yves Saint Laurent Latest Developments
13.19 Tom Ford
13.19.1 Tom Ford Company Information
13.19.2 Tom Ford Eau de Cologne Product Portfolios and Specifications
13.19.3 Tom Ford Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.19.4 Tom Ford Main Business Overview
13.19.5 Tom Ford Latest Developments
13.20 Byredo
13.20.1 Byredo Company Information
13.20.2 Byredo Eau de Cologne Product Portfolios and Specifications
13.20.3 Byredo Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.20.4 Byredo Main Business Overview
13.20.5 Byredo Latest Developments
13.21 Penhaligon’s
13.21.1 Penhaligon’s Company Information
13.21.2 Penhaligon’s Eau de Cologne Product Portfolios and Specifications
13.21.3 Penhaligon’s Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.21.4 Penhaligon’s Main Business Overview
13.21.5 Penhaligon’s Latest Developments
13.22 Givenchy
13.22.1 Givenchy Company Information
13.22.2 Givenchy Eau de Cologne Product Portfolios and Specifications
13.22.3 Givenchy Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.22.4 Givenchy Main Business Overview

+357 96 030922
info@marketpublishers.com

13.22.5 Givenchy Latest Developments
13.23 Xerjoff
13.23.1 Xerjoff Company Information
13.23.2 Xerjoff Eau de Cologne Product Portfolios and Specifications
13.23.3 Xerjoff Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.23.4 Xerjoff Main Business Overview
13.23.5 Xerjoff Latest Developments
13.24 Dolce & Gabbana
13.24.1 Dolce & Gabbana Company Information
13.24.2 Dolce & Gabbana Eau de Cologne Product Portfolios and Specifications
13.24.3 Dolce & Gabbana Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.24.4 Dolce & Gabbana Main Business Overview
13.24.5 Dolce & Gabbana Latest Developments
13.25 Hugo
13.25.1 Hugo Company Information
13.25.2 Hugo Eau de Cologne Product Portfolios and Specifications
13.25.3 Hugo Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.25.4 Hugo Main Business Overview
13.25.5 Hugo Latest Developments
13.26 4711 Original Eau de Cologne
13.26.1 4711 Original Eau de Cologne Company Information
13.26.2 4711 Original Eau de Cologne Eau de Cologne Product Portfolios and Specifications
13.26.3 4711 Original Eau de Cologne Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.26.4 4711 Original Eau de Cologne Main Business Overview
13.26.5 4711 Original Eau de Cologne Latest Developments
13.27 Creed
13.27.1 Creed Company Information
13.27.2 Creed Eau de Cologne Product Portfolios and Specifications
13.27.3 Creed Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.27.4 Creed Main Business Overview
13.27.5 Creed Latest Developments
13.28 Nishane
13.28.1 Nishane Company Information
13.28.2 Nishane Eau de Cologne Product Portfolios and Specifications
13.28.3 Nishane Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)

+357 96 030922
info@marketpublishers.com

13.28.4 Nishane Main Business Overview
13.28.5 Nishane Latest Developments
13.29 Editions de Parfums
13.29.1 Editions de Parfums Company Information
13.29.2 Editions de Parfums Eau de Cologne Product Portfolios and Specifications
13.29.3 Editions de Parfums Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.29.4 Editions de Parfums Main Business Overview
13.29.5 Editions de Parfums Latest Developments
13.30 Versace
13.30.1 Versace Company Information
13.30.2 Versace Eau de Cologne Product Portfolios and Specifications
13.30.3 Versace Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.30.4 Versace Main Business Overview
13.30.5 Versace Latest Developments
13.31 PRADA BEAUTY
13.31.1 PRADA BEAUTY Company Information
13.31.2 PRADA BEAUTY Eau de Cologne Product Portfolios and Specifications
13.31.3 PRADA BEAUTY Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.31.4 PRADA BEAUTY Main Business Overview
13.31.5 PRADA BEAUTY Latest Developments
13.32 Mugler
13.32.1 Mugler Company Information
13.32.2 Mugler Eau de Cologne Product Portfolios and Specifications
13.32.3 Mugler Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.32.4 Mugler Main Business Overview
13.32.5 Mugler Latest Developments
13.33 Jean Paul Gaultier
13.33.1 Jean Paul Gaultier Company Information
13.33.2 Jean Paul Gaultier Eau de Cologne Product Portfolios and Specifications
13.33.3 Jean Paul Gaultier Eau de Cologne Sales, Revenue, Price and Gross Margin (2021-2026)
13.33.4 Jean Paul Gaultier Main Business Overview
13.33.5 Jean Paul Gaultier Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Eau de Cologne Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & ($ millions)
Table 2. Eau de Cologne Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Hesperidic
Table 4. Major Players of Aromatic Herbal
Table 5. Global Eau de Cologne Sales by Type (2021-2026) & (K Units)
Table 6. Global Eau de Cologne Sales Market Share by Type (2021-2026)
Table 7. Global Eau de Cologne Revenue by Type (2021-2026) & ($ million)
Table 8. Global Eau de Cologne Revenue Market Share by Type (2021-2026)
Table 9. Global Eau de Cologne Sale Price by Type (2021-2026) & (US$/Unit)
Table 10. Major Players of Low Concentration
Table 11. Major Players of High Concentration
Table 12. Global Eau de Cologne Sales by Alcohol Concentration (2021-2026) & (K Units)
Table 13. Global Eau de Cologne Sales Market Share by Alcohol Concentration (2021-2026)
Table 14. Global Eau de Cologne Revenue by Alcohol Concentration (2021-2026) & ($ million)
Table 15. Global Eau de Cologne Revenue Market Share by Alcohol Concentration (2021-2026)
Table 16. Global Eau de Cologne Sale Price by Alcohol Concentration (2021-2026) & (US$/Unit)
Table 17. Global Eau de Cologne Sale by Application (2021-2026) & (K Units)
Table 18. Global Eau de Cologne Sale Market Share by Application (2021-2026)
Table 19. Global Eau de Cologne Revenue by Application (2021-2026) & ($ million)
Table 20. Global Eau de Cologne Revenue Market Share by Application (2021-2026)
Table 21. Global Eau de Cologne Sale Price by Application (2021-2026) & (US$/Unit)
Table 22. Global Eau de Cologne Sales by Company (2021-2026) & (K Units)
Table 23. Global Eau de Cologne Sales Market Share by Company (2021-2026)
Table 24. Global Eau de Cologne Revenue by Company (2021-2026) & ($ millions)
Table 25. Global Eau de Cologne Revenue Market Share by Company (2021-2026)
Table 26. Global Eau de Cologne Sale Price by Company (2021-2026) & (US$/Unit)
Table 27. Key Manufacturers Eau de Cologne Producing Area Distribution and Sales Area

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Table 28. Players Eau de Cologne Products Offered
Table 29. Eau de Cologne Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 30. New Products and Potential Entrants
Table 31. Market M&A Activity & Strategy
Table 32. Global Eau de Cologne Sales by Geographic Region (2021-2026) & (K Units)
Table 33. Global Eau de Cologne Sales Market Share Geographic Region (2021-2026)
Table 34. Global Eau de Cologne Revenue by Geographic Region (2021-2026) & ($ millions)
Table 35. Global Eau de Cologne Revenue Market Share by Geographic Region (2021-2026)
Table 36. Global Eau de Cologne Sales by Country/Region (2021-2026) & (K Units)
Table 37. Global Eau de Cologne Sales Market Share by Country/Region (2021-2026)
Table 38. Global Eau de Cologne Revenue by Country/Region (2021-2026) & ($ millions)
Table 39. Global Eau de Cologne Revenue Market Share by Country/Region (2021-2026)
Table 40. Americas Eau de Cologne Sales by Country (2021-2026) & (K Units)
Table 41. Americas Eau de Cologne Sales Market Share by Country (2021-2026)
Table 42. Americas Eau de Cologne Revenue by Country (2021-2026) & ($ millions)
Table 43. Americas Eau de Cologne Sales by Type (2021-2026) & (K Units)
Table 44. Americas Eau de Cologne Sales by Application (2021-2026) & (K Units)
Table 45. APAC Eau de Cologne Sales by Region (2021-2026) & (K Units)
Table 46. APAC Eau de Cologne Sales Market Share by Region (2021-2026)
Table 47. APAC Eau de Cologne Revenue by Region (2021-2026) & ($ millions)
Table 48. APAC Eau de Cologne Sales by Type (2021-2026) & (K Units)
Table 49. APAC Eau de Cologne Sales by Application (2021-2026) & (K Units)
Table 50. Europe Eau de Cologne Sales by Country (2021-2026) & (K Units)
Table 51. Europe Eau de Cologne Revenue by Country (2021-2026) & ($ millions)
Table 52. Europe Eau de Cologne Sales by Type (2021-2026) & (K Units)
Table 53. Europe Eau de Cologne Sales by Application (2021-2026) & (K Units)
Table 54. Middle East & Africa Eau de Cologne Sales by Country (2021-2026) & (K Units)
Table 55. Middle East & Africa Eau de Cologne Revenue Market Share by Country (2021-2026)
Table 56. Middle East & Africa Eau de Cologne Sales by Type (2021-2026) & (K Units)
Table 57. Middle East & Africa Eau de Cologne Sales by Application (2021-2026) & (K Units)
Table 58. Key Market Drivers & Growth Opportunities of Eau de Cologne
Table 59. Key Market Challenges & Risks of Eau de Cologne

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Table 60. Key Industry Trends of Eau de Cologne
Table 61. Eau de Cologne Raw Material
Table 62. Key Suppliers of Raw Materials
Table 63. Eau de Cologne Distributors List
Table 64. Eau de Cologne Customer List
Table 65. Global Eau de Cologne Sales Forecast by Region (2027-2032) & (K Units)
Table 66. Global Eau de Cologne Revenue Forecast by Region (2027-2032) & ($ millions)
Table 67. Americas Eau de Cologne Sales Forecast by Country (2027-2032) & (K Units)
Table 68. Americas Eau de Cologne Annual Revenue Forecast by Country (2027-2032) & ($ millions)
Table 69. APAC Eau de Cologne Sales Forecast by Region (2027-2032) & (K Units)
Table 70. APAC Eau de Cologne Annual Revenue Forecast by Region (2027-2032) & ($ millions)
Table 71. Europe Eau de Cologne Sales Forecast by Country (2027-2032) & (K Units)
Table 72. Europe Eau de Cologne Revenue Forecast by Country (2027-2032) & ($ millions)
Table 73. Middle East & Africa Eau de Cologne Sales Forecast by Country (2027-2032) & (K Units)
Table 74. Middle East & Africa Eau de Cologne Revenue Forecast by Country (2027-2032) & ($ millions)
Table 75. Global Eau de Cologne Sales Forecast by Type (2027-2032) & (K Units)
Table 76. Global Eau de Cologne Revenue Forecast by Type (2027-2032) & ($ millions)
Table 77. Global Eau de Cologne Sales Forecast by Application (2027-2032) & (K Units)
Table 78. Global Eau de Cologne Revenue Forecast by Application (2027-2032) & ($ millions)
Table 79. Guerlain Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 80. Guerlain Eau de Cologne Product Portfolios and Specifications
Table 81. Guerlain Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 82. Guerlain Main Business
Table 83. Guerlain Latest Developments
Table 84. CHANEL Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 85. CHANEL Eau de Cologne Product Portfolios and Specifications
Table 86. CHANEL Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)

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Table 87. CHANEL Main Business
Table 88. CHANEL Latest Developments
Table 89. Dior Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 90. Dior Eau de Cologne Product Portfolios and Specifications
Table 91. Dior Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 92. Dior Main Business
Table 93. Dior Latest Developments
Table 94. Louis Vuitton Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 95. Louis Vuitton Eau de Cologne Product Portfolios and Specifications
Table 96. Louis Vuitton Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 97. Louis Vuitton Main Business
Table 98. Louis Vuitton Latest Developments
Table 99. Le Labo Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 100. Le Labo Eau de Cologne Product Portfolios and Specifications
Table 101. Le Labo Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 102. Le Labo Main Business
Table 103. Le Labo Latest Developments
Table 104. Ralph Lauren Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 105. Ralph Lauren Eau de Cologne Product Portfolios and Specifications
Table 106. Ralph Lauren Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 107. Ralph Lauren Main Business
Table 108. Ralph Lauren Latest Developments
Table 109. Calvin Klein Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 110. Calvin Klein Eau de Cologne Product Portfolios and Specifications
Table 111. Calvin Klein Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 112. Calvin Klein Main Business
Table 113. Calvin Klein Latest Developments
Table 114. Armani Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors

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Table 115. Armani Eau de Cologne Product Portfolios and Specifications
Table 116. Armani Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 117. Armani Main Business
Table 118. Armani Latest Developments
Table 119. Herm?s Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 120. Herm?s Eau de Cologne Product Portfolios and Specifications
Table 121. Herm?s Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 122. Herm?s Main Business
Table 123. Herm?s Latest Developments
Table 124. D.S. & DURGA Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 125. D.S. & DURGA Eau de Cologne Product Portfolios and Specifications
Table 126. D.S. & DURGA Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 127. D.S. & DURGA Main Business
Table 128. D.S. & DURGA Latest Developments
Table 129. YSL Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 130. YSL Eau de Cologne Product Portfolios and Specifications
Table 131. YSL Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 132. YSL Main Business
Table 133. YSL Latest Developments
Table 134. Acqua di Parma Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 135. Acqua di Parma Eau de Cologne Product Portfolios and Specifications
Table 136. Acqua di Parma Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 137. Acqua di Parma Main Business
Table 138. Acqua di Parma Latest Developments
Table 139. Diptyque Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 140. Diptyque Eau de Cologne Product Portfolios and Specifications
Table 141. Diptyque Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 142. Diptyque Main Business

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Table 143. Diptyque Latest Developments
Table 144. Aesop Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 145. Aesop Eau de Cologne Product Portfolios and Specifications
Table 146. Aesop Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 147. Aesop Main Business
Table 148. Aesop Latest Developments
Table 149. Malin + Goetz Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 150. Malin + Goetz Eau de Cologne Product Portfolios and Specifications
Table 151. Malin + Goetz Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 152. Malin + Goetz Main Business
Table 153. Malin + Goetz Latest Developments
Table 154. Fr?d?ric Malle Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 155. Fr?d?ric Malle Eau de Cologne Product Portfolios and Specifications
Table 156. Fr?d?ric Malle Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 157. Fr?d?ric Malle Main Business
Table 158. Fr?d?ric Malle Latest Developments
Table 159. Amouage Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 160. Amouage Eau de Cologne Product Portfolios and Specifications
Table 161. Amouage Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 162. Amouage Main Business
Table 163. Amouage Latest Developments
Table 164. Yves Saint Laurent Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 165. Yves Saint Laurent Eau de Cologne Product Portfolios and Specifications
Table 166. Yves Saint Laurent Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 167. Yves Saint Laurent Main Business
Table 168. Yves Saint Laurent Latest Developments
Table 169. Tom Ford Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 170. Tom Ford Eau de Cologne Product Portfolios and Specifications

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Table 171. Tom Ford Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 172. Tom Ford Main Business
Table 173. Tom Ford Latest Developments
Table 174. Byredo Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 175. Byredo Eau de Cologne Product Portfolios and Specifications
Table 176. Byredo Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 177. Byredo Main Business
Table 178. Byredo Latest Developments
Table 179. Penhaligon’s Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 180. Penhaligon’s Eau de Cologne Product Portfolios and Specifications
Table 181. Penhaligon’s Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 182. Penhaligon’s Main Business
Table 183. Penhaligon’s Latest Developments
Table 184. Givenchy Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 185. Givenchy Eau de Cologne Product Portfolios and Specifications
Table 186. Givenchy Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 187. Givenchy Main Business
Table 188. Givenchy Latest Developments
Table 189. Xerjoff Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 190. Xerjoff Eau de Cologne Product Portfolios and Specifications
Table 191. Xerjoff Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 192. Xerjoff Main Business
Table 193. Xerjoff Latest Developments
Table 194. Dolce & Gabbana Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 195. Dolce & Gabbana Eau de Cologne Product Portfolios and Specifications
Table 196. Dolce & Gabbana Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 197. Dolce & Gabbana Main Business
Table 198. Dolce & Gabbana Latest Developments

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Table 199. Hugo Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 200. Hugo Eau de Cologne Product Portfolios and Specifications
Table 201. Hugo Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 202. Hugo Main Business
Table 203. Hugo Latest Developments
Table 204. 4711 Original Eau de Cologne Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 205. 4711 Original Eau de Cologne Eau de Cologne Product Portfolios and Specifications
Table 206. 4711 Original Eau de Cologne Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 207. 4711 Original Eau de Cologne Main Business
Table 208. 4711 Original Eau de Cologne Latest Developments
Table 209. Creed Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 210. Creed Eau de Cologne Product Portfolios and Specifications
Table 211. Creed Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 212. Creed Main Business
Table 213. Creed Latest Developments
Table 214. Nishane Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 215. Nishane Eau de Cologne Product Portfolios and Specifications
Table 216. Nishane Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 217. Nishane Main Business
Table 218. Nishane Latest Developments
Table 219. Editions de Parfums Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 220. Editions de Parfums Eau de Cologne Product Portfolios and Specifications
Table 221. Editions de Parfums Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 222. Editions de Parfums Main Business
Table 223. Editions de Parfums Latest Developments
Table 224. Versace Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 225. Versace Eau de Cologne Product Portfolios and Specifications

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Table 226. Versace Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 227. Versace Main Business
Table 228. Versace Latest Developments
Table 229. PRADA BEAUTY Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 230. PRADA BEAUTY Eau de Cologne Product Portfolios and Specifications
Table 231. PRADA BEAUTY Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 232. PRADA BEAUTY Main Business
Table 233. PRADA BEAUTY Latest Developments
Table 234. Mugler Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 235. Mugler Eau de Cologne Product Portfolios and Specifications
Table 236. Mugler Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 237. Mugler Main Business
Table 238. Mugler Latest Developments
Table 239. Jean Paul Gaultier Basic Information, Eau de Cologne Manufacturing Base, Sales Area and Its Competitors
Table 240. Jean Paul Gaultier Eau de Cologne Product Portfolios and Specifications
Table 241. Jean Paul Gaultier Eau de Cologne Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 242. Jean Paul Gaultier Main Business
Table 243. Jean Paul Gaultier Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of Eau de Cologne
Figure 2. Eau de Cologne Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Eau de Cologne Sales Growth Rate 2021-2032 (K Units)
Figure 7. Global Eau de Cologne Revenue Growth Rate 2021-2032 ($ millions)
Figure 8. Eau de Cologne Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 9. Eau de Cologne Sales Market Share by Country/Region (2025)
Figure 10. Eau de Cologne Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 11. Product Picture of Hesperidic
Figure 12. Product Picture of Aromatic Herbal
Figure 13. Global Eau de Cologne Sales Market Share by Type in 2026
Figure 14. Global Eau de Cologne Revenue Market Share by Type (2021-2026)
Figure 15. Product Picture of Low Concentration
Figure 16. Product Picture of High Concentration
Figure 17. Global Eau de Cologne Sales Market Share by Alcohol Concentration in 2026
Figure 18. Global Eau de Cologne Revenue Market Share by Alcohol Concentration (2021-2026)
Figure 19. Eau de Cologne Consumed in Online
Figure 20. Global Eau de Cologne Market: Online (2021-2026) & (K Units)
Figure 21. Eau de Cologne Consumed in Offline
Figure 22. Global Eau de Cologne Market: Offline (2021-2026) & (K Units)
Figure 23. Global Eau de Cologne Sale Market Share by Application (2025)
Figure 24. Global Eau de Cologne Revenue Market Share by Application in 2026
Figure 25. Eau de Cologne Sales by Company in 2026 (K Units)
Figure 26. Global Eau de Cologne Sales Market Share by Company in 2026
Figure 27. Eau de Cologne Revenue by Company in 2026 ($ millions)
Figure 28. Global Eau de Cologne Revenue Market Share by Company in 2026
Figure 29. Global Eau de Cologne Sales Market Share by Geographic Region (2021-2026)
Figure 30. Global Eau de Cologne Revenue Market Share by Geographic Region in 2026

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Figure 31. Americas Eau de Cologne Sales 2021-2026 (K Units)
Figure 32. Americas Eau de Cologne Revenue 2021-2026 ($ millions)
Figure 33. APAC Eau de Cologne Sales 2021-2026 (K Units)
Figure 34. APAC Eau de Cologne Revenue 2021-2026 ($ millions)
Figure 35. Europe Eau de Cologne Sales 2021-2026 (K Units)
Figure 36. Europe Eau de Cologne Revenue 2021-2026 ($ millions)
Figure 37. Middle East & Africa Eau de Cologne Sales 2021-2026 (K Units)
Figure 38. Middle East & Africa Eau de Cologne Revenue 2021-2026 ($ millions)
Figure 39. Americas Eau de Cologne Sales Market Share by Country in 2026
Figure 40. Americas Eau de Cologne Revenue Market Share by Country (2021-2026)
Figure 41. Americas Eau de Cologne Sales Market Share by Type (2021-2026)
Figure 42. Americas Eau de Cologne Sales Market Share by Application (2021-2026)
Figure 43. United States Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 44. Canada Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 45. Mexico Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 46. Brazil Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 47. APAC Eau de Cologne Sales Market Share by Region in 2026
Figure 48. APAC Eau de Cologne Revenue Market Share by Region (2021-2026)
Figure 49. APAC Eau de Cologne Sales Market Share by Type (2021-2026)
Figure 50. APAC Eau de Cologne Sales Market Share by Application (2021-2026)
Figure 51. China Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 52. Japan Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 53. South Korea Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 54. Southeast Asia Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 55. India Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 56. Australia Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 57. China Taiwan Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 58. Europe Eau de Cologne Sales Market Share by Country in 2026
Figure 59. Europe Eau de Cologne Revenue Market Share by Country (2021-2026)
Figure 60. Europe Eau de Cologne Sales Market Share by Type (2021-2026)
Figure 61. Europe Eau de Cologne Sales Market Share by Application (2021-2026)
Figure 62. Germany Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 63. France Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 64. UK Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 65. Italy Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 66. Russia Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 67. Middle East & Africa Eau de Cologne Sales Market Share by Country (2021-2026)
Figure 68. Middle East & Africa Eau de Cologne Sales Market Share by Type

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(2021-2026)
Figure 69. Middle East & Africa Eau de Cologne Sales Market Share by Application (2021-2026)
Figure 70. Egypt Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 71. South Africa Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 72. Israel Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 73. Turkey Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 74. GCC Countries Eau de Cologne Revenue Growth 2021-2026 ($ millions)
Figure 75. Manufacturing Cost Structure Analysis of Eau de Cologne in 2026
Figure 76. Manufacturing Process Analysis of Eau de Cologne
Figure 77. Industry Chain Structure of Eau de Cologne
Figure 78. Channels of Distribution
Figure 79. Global Eau de Cologne Sales Market Forecast by Region (2027-2032)
Figure 80. Global Eau de Cologne Revenue Market Share Forecast by Region (2027-2032)
Figure 81. Global Eau de Cologne Sales Market Share Forecast by Type (2027-2032)
Figure 82. Global Eau de Cologne Revenue Market Share Forecast by Type (2027-2032)
Figure 83. Global Eau de Cologne Sales Market Share Forecast by Application (2027-2032)
Figure 84. Global Eau de Cologne Revenue Market Share Forecast by Application (2027-2032)

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