

Global Global Solid Perfume Market Growth 2026-2032

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Abstracts

The global Global Solid Perfume market size is predicted to grow from US\$ 411 million in 2025 to US\$ 681 million in 2032; it is expected to grow at a CAGR of 7.5% from 2026 to 2032.

Solid perfume refers to a personal fragrance product in which perfume oils or fragrance compounds are carried by a solid or semi-solid base such as beeswax, plant waxes, butters, oils, squalane, gelled oils, or other anhydrous low-water-activity matrices. It is typically manufactured as a compact balm, refillable insert, twist-up stick, solid cologne, gel balm, or portable fragrance balm, and is applied directly to pulse points such as the wrists, neck, behind the ears, collarbone, or hair ends. The format is designed to deliver a close-to-skin scent experience with portability, alcohol-free or low-alcohol positioning, discreet diffusion, touch-up convenience, fragrance layering potential, and increasingly refillable or collectible packaging. In this report, the market scope focuses on solid fragrance products intended for direct personal use on the body and positioned primarily as perfume, fine fragrance, or cologne.

Based on our research, solid perfume should be viewed as a format-led innovation within the broader fragrance industry rather than a fully separate fragrance category. Its main value proposition lies in the combination of portability, alcohol-free or low-alcohol positioning, close-to-skin diffusion, and convenient touch-up usage. Compared with alcohol-based sprays, solid perfumes change the way fragrance is released by embedding perfume oils into waxes, butters, gelled oils, or anhydrous balm bases. This makes the format particularly suitable for travel, commuting, office use, gym bags, discreet personal scenting, gifting, and fragrance layering. The category is unlikely to replace mainstream eau de parfum or eau de toilette formats, but it can expand usage frequency and create incremental revenue for fragrance brands.

Demand growth is driven less by substitution of full-size spray perfumes and more by

the creation of additional fragrance occasions. Consumers buy solid perfumes as touch-up products, travel-friendly items, compact gifts, low-projection office scents, scent layering tools, or collectible accessories. Premium brands typically use the format to extend existing fragrance franchises and reinforce hero scents, while emerging brands use it to lower trial barriers and create highly visual products. The male solid cologne segment is more developed in North America, while Asian demand is more strongly influenced by packaging design, giftability, lifestyle aesthetics, and compact everyday-use formats.

From a product-development perspective, the category is moving beyond simple beeswax-and-oil balms toward more sophisticated sensory systems. Refillable metal compacts, twist-up sticks, gel balm textures, plant-based waxes, squalane-enriched bases, and high-fragrance-load balm formats are becoming more visible. However, the format still faces limitations in projection, heat stability, texture control, and scent evolution compared with liquid perfumes. Brands with strong fragrance IP, stable formulations, refined packaging, and clear usage occasions are more likely to capture durable value, while low-differentiation private-label products may remain price-driven and fragmented.

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

This Insight Report provides a comprehensive analysis of the global Global Solid Perfume 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 Global Solid Perfume portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Global Solid Perfume market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Global Solid Perfume and breaks down the forecast by Type, by Sale Channel, 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 Global Solid Perfume.

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

Segmentation by Type:

Compact Solid Perfume

Stick Solid Perfume

Other Solid Perfume

Segmentation by Formulation Base:

Wax-based Solid Perfume

Oil & Butter-based Balm

Natural / Plant-based Base

Other Base System

Segmentation by Price Positioning:

Luxury Solid Perfume

Premium / Niche Solid Perfume

Masstige Solid Perfume

Mass-market Solid Perfume

Private Label / OEM Product

Segmentation by Sale Channel:

Online Sales

Offline Sales

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

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.

LVMH Mo?t Hennessy Louis Vuitton SE

The Est?e Lauder Companies Inc.

L?OCCITANE Group

Amorepacific Group

Lush Retail Ltd.

Diptyque SAS

Parfumerie Fragonard

Glossier, Inc.

Fulton & Roark

Duke Cannon Supply Co.

NOYZ

SHIRO Co., Ltd.

PA?PURI

Flower Knows

Sab? Masson

Bougie & Senteur

DLAB Custom Cosmetics

Planet Co., Ltd.

CST Cosmetic

Guangzhou Senti Cosmetics Co., Ltd.

Misc. Goods Co.

Juniper Ridge

TOCCA

Heretic Parfum

Fischersund

YUBUNE

Luxignite

Lilla F?

Key Questions Addressed in this Report

What is the 10-year outlook for the global Global Solid Perfume market?

What factors are driving Global Solid Perfume market growth, globally and by region?

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

How do Global Solid Perfume market opportunities vary by end market size?

How does Global Solid Perfume break out by Type, by Sale Channel?

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 Global Solid Perfume Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Global Solid Perfume by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Global Solid Perfume by Country/Region, 2021, 2025 & 2032
- 2.2 Global Solid Perfume Segment by Type
 - 2.2.1 Compact Solid Perfume
 - 2.2.2 Stick Solid Perfume
 - 2.2.3 Other Solid Perfume
 - 2.2.4 Global Solid Perfume Sales by Type
 - 2.2.4.1 Global Global Solid Perfume Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global Global Solid Perfume Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global Global Solid Perfume Sale Price by Type (2021-2026)
- 2.3 Global Solid Perfume Segment by Formulation Base
 - 2.3.1 Wax-based Solid Perfume
 - 2.3.2 Oil & Butter-based Balm
 - 2.3.3 Natural / Plant-based Base
 - 2.3.4 Other Base System
 - 2.3.5 Global Solid Perfume Sales by Formulation Base
 - 2.3.5.1 Global Global Solid Perfume Sales Market Share by Formulation Base (2021-2026)
 - 2.3.5.2 Global Global Solid Perfume Revenue and Market Share by Formulation

Base (2021-2026)

2.3.5.3 Global Global Solid Perfume Sale Price by Formulation Base (2021-2026)

2.4 Global Solid Perfume Segment by Price Positioning

2.4.1 Luxury Solid Perfume

2.4.2 Premium / Niche Solid Perfume

2.4.3 Masstige Solid Perfume

2.4.4 Mass-market Solid Perfume

2.4.5 Private Label / OEM Product

2.4.6 Global Solid Perfume Sales by Price Positioning

2.4.6.1 Global Global Solid Perfume Sales Market Share by Price Positioning (2021-2026)

2.4.6.2 Global Global Solid Perfume Revenue and Market Share by Price Positioning (2021-2026)

2.4.6.3 Global Global Solid Perfume Sale Price by Price Positioning (2021-2026)

2.5 Global Solid Perfume Segment by Sale Channel

2.5.1 Online Sales

2.5.2 Offline Sales

2.5.3 Global Solid Perfume Sales by Sale Channel

2.5.3.1 Global Global Solid Perfume Sale Market Share by Sale Channel (2021-2026)

2.5.3.2 Global Global Solid Perfume Revenue and Market Share by Sale Channel (2021-2026)

2.5.3.3 Global Global Solid Perfume Sale Price by Sale Channel (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Global Solid Perfume Breakdown Data by Company

3.1.1 Global Global Solid Perfume Annual Sales by Company (2021-2026)

3.1.2 Global Global Solid Perfume Sales Market Share by Company (2021-2026)

3.2 Global Global Solid Perfume Annual Revenue by Company (2021-2026)

3.2.1 Global Global Solid Perfume Revenue by Company (2021-2026)

3.2.2 Global Global Solid Perfume Revenue Market Share by Company (2021-2026)

3.3 Global Global Solid Perfume Sale Price by Company

3.4 Key Manufacturers Global Solid Perfume Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Global Solid Perfume Product Location Distribution

3.4.2 Players Global Solid Perfume 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 GLOBAL SOLID PERFUME BY GEOGRAPHIC REGION

4.1 World Historic Global Solid Perfume Market Size by Geographic Region (2021-2026)

4.1.1 Global Global Solid Perfume Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Global Solid Perfume Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Global Solid Perfume Market Size by Country/Region (2021-2026)

4.2.1 Global Global Solid Perfume Annual Sales by Country/Region (2021-2026)

4.2.2 Global Global Solid Perfume Annual Revenue by Country/Region (2021-2026)

4.3 Americas Global Solid Perfume Sales Growth

4.4 APAC Global Solid Perfume Sales Growth

4.5 Europe Global Solid Perfume Sales Growth

4.6 Middle East & Africa Global Solid Perfume Sales Growth

5 AMERICAS

5.1 Americas Global Solid Perfume Sales by Country

5.1.1 Americas Global Solid Perfume Sales by Country (2021-2026)

5.1.2 Americas Global Solid Perfume Revenue by Country (2021-2026)

5.2 Americas Global Solid Perfume Sales by Type (2021-2026)

5.3 Americas Global Solid Perfume Sales by Sale Channel (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Global Solid Perfume Sales by Region

6.1.1 APAC Global Solid Perfume Sales by Region (2021-2026)

6.1.2 APAC Global Solid Perfume Revenue by Region (2021-2026)

6.2 APAC Global Solid Perfume Sales by Type (2021-2026)

6.3 APAC Global Solid Perfume Sales by Sale Channel (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 Global Solid Perfume by Country
 - 7.1.1 Europe Global Solid Perfume Sales by Country (2021-2026)
 - 7.1.2 Europe Global Solid Perfume Revenue by Country (2021-2026)
- 7.2 Europe Global Solid Perfume Sales by Type (2021-2026)
- 7.3 Europe Global Solid Perfume Sales by Sale Channel (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Global Solid Perfume by Country
 - 8.1.1 Middle East & Africa Global Solid Perfume Sales by Country (2021-2026)
 - 8.1.2 Middle East & Africa Global Solid Perfume Revenue by Country (2021-2026)
- 8.2 Middle East & Africa Global Solid Perfume Sales by Type (2021-2026)
- 8.3 Middle East & Africa Global Solid Perfume Sales by Sale Channel (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 Global Solid Perfume
- 10.3 Manufacturing Process Analysis of Global Solid Perfume
- 10.4 Industry Chain Structure of Global Solid Perfume

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Global Solid Perfume Distributors
- 11.3 Global Solid Perfume Customer

12 WORLD FORECAST REVIEW FOR GLOBAL SOLID PERFUME BY GEOGRAPHIC REGION

- 12.1 Global Global Solid Perfume Market Size Forecast by Region
 - 12.1.1 Global Global Solid Perfume Forecast by Region (2027-2032)
 - 12.1.2 Global Global Solid Perfume 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 Global Solid Perfume Forecast by Type (2027-2032)
- 12.7 Global Global Solid Perfume Forecast by Sale Channel (2027-2032)

13 KEY PLAYERS ANALYSIS

- 13.1 LVMH Mo?t Hennessy Louis Vuitton SE
 - 13.1.1 LVMH Mo?t Hennessy Louis Vuitton SE Company Information
 - 13.1.2 LVMH Mo?t Hennessy Louis Vuitton SE Global Solid Perfume Product Portfolios and Specifications
 - 13.1.3 LVMH Mo?t Hennessy Louis Vuitton SE Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.1.4 LVMH Mo?t Hennessy Louis Vuitton SE Main Business Overview
 - 13.1.5 LVMH Mo?t Hennessy Louis Vuitton SE Latest Developments
- 13.2 The Est?e Lauder Companies Inc.

- 13.2.1 The Est?e Lauder Companies Inc. Company Information
- 13.2.2 The Est?e Lauder Companies Inc. Global Solid Perfume Product Portfolios and Specifications
- 13.2.3 The Est?e Lauder Companies Inc. Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.2.4 The Est?e Lauder Companies Inc. Main Business Overview
- 13.2.5 The Est?e Lauder Companies Inc. Latest Developments
- 13.3 L?OCCITANE Group
 - 13.3.1 L?OCCITANE Group Company Information
 - 13.3.2 L?OCCITANE Group Global Solid Perfume Product Portfolios and Specifications
 - 13.3.3 L?OCCITANE Group Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 L?OCCITANE Group Main Business Overview
 - 13.3.5 L?OCCITANE Group Latest Developments
- 13.4 Amorepacific Group
 - 13.4.1 Amorepacific Group Company Information
 - 13.4.2 Amorepacific Group Global Solid Perfume Product Portfolios and Specifications
 - 13.4.3 Amorepacific Group Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Amorepacific Group Main Business Overview
 - 13.4.5 Amorepacific Group Latest Developments
- 13.5 Lush Retail Ltd.
 - 13.5.1 Lush Retail Ltd. Company Information
 - 13.5.2 Lush Retail Ltd. Global Solid Perfume Product Portfolios and Specifications
 - 13.5.3 Lush Retail Ltd. Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Lush Retail Ltd. Main Business Overview
 - 13.5.5 Lush Retail Ltd. Latest Developments
- 13.6 Diptyque SAS
 - 13.6.1 Diptyque SAS Company Information
 - 13.6.2 Diptyque SAS Global Solid Perfume Product Portfolios and Specifications
 - 13.6.3 Diptyque SAS Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 Diptyque SAS Main Business Overview
 - 13.6.5 Diptyque SAS Latest Developments
- 13.7 Parfumerie Fragonard
 - 13.7.1 Parfumerie Fragonard Company Information
 - 13.7.2 Parfumerie Fragonard Global Solid Perfume Product Portfolios and

Specifications

13.7.3 Parfumerie Fragonard Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Parfumerie Fragonard Main Business Overview

13.7.5 Parfumerie Fragonard Latest Developments

13.8 Glossier, Inc.

13.8.1 Glossier, Inc. Company Information

13.8.2 Glossier, Inc. Global Solid Perfume Product Portfolios and Specifications

13.8.3 Glossier, Inc. Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Glossier, Inc. Main Business Overview

13.8.5 Glossier, Inc. Latest Developments

13.9 Fulton & Roark

13.9.1 Fulton & Roark Company Information

13.9.2 Fulton & Roark Global Solid Perfume Product Portfolios and Specifications

13.9.3 Fulton & Roark Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Fulton & Roark Main Business Overview

13.9.5 Fulton & Roark Latest Developments

13.10 Duke Cannon Supply Co.

13.10.1 Duke Cannon Supply Co. Company Information

13.10.2 Duke Cannon Supply Co. Global Solid Perfume Product Portfolios and Specifications

13.10.3 Duke Cannon Supply Co. Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Duke Cannon Supply Co. Main Business Overview

13.10.5 Duke Cannon Supply Co. Latest Developments

13.11 NOYZ

13.11.1 NOYZ Company Information

13.11.2 NOYZ Global Solid Perfume Product Portfolios and Specifications

13.11.3 NOYZ Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 NOYZ Main Business Overview

13.11.5 NOYZ Latest Developments

13.12 SHIRO Co., Ltd.

13.12.1 SHIRO Co., Ltd. Company Information

13.12.2 SHIRO Co., Ltd. Global Solid Perfume Product Portfolios and Specifications

13.12.3 SHIRO Co., Ltd. Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.12.4 SHIRO Co., Ltd. Main Business Overview
- 13.12.5 SHIRO Co., Ltd. Latest Developments
- 13.13 PA?PURI
 - 13.13.1 PA?PURI Company Information
 - 13.13.2 PA?PURI Global Solid Perfume Product Portfolios and Specifications
 - 13.13.3 PA?PURI Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.13.4 PA?PURI Main Business Overview
 - 13.13.5 PA?PURI Latest Developments
- 13.14 Flower Knows
 - 13.14.1 Flower Knows Company Information
 - 13.14.2 Flower Knows Global Solid Perfume Product Portfolios and Specifications
 - 13.14.3 Flower Knows Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.14.4 Flower Knows Main Business Overview
 - 13.14.5 Flower Knows Latest Developments
- 13.15 Sab? Masson
 - 13.15.1 Sab? Masson Company Information
 - 13.15.2 Sab? Masson Global Solid Perfume Product Portfolios and Specifications
 - 13.15.3 Sab? Masson Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.15.4 Sab? Masson Main Business Overview
 - 13.15.5 Sab? Masson Latest Developments
- 13.16 Bougie & Senteur
 - 13.16.1 Bougie & Senteur Company Information
 - 13.16.2 Bougie & Senteur Global Solid Perfume Product Portfolios and Specifications
 - 13.16.3 Bougie & Senteur Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.16.4 Bougie & Senteur Main Business Overview
 - 13.16.5 Bougie & Senteur Latest Developments
- 13.17 DLAB Custom Cosmetics
 - 13.17.1 DLAB Custom Cosmetics Company Information
 - 13.17.2 DLAB Custom Cosmetics Global Solid Perfume Product Portfolios and Specifications
 - 13.17.3 DLAB Custom Cosmetics Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.17.4 DLAB Custom Cosmetics Main Business Overview
 - 13.17.5 DLAB Custom Cosmetics Latest Developments
- 13.18 Planet Co., Ltd.

- 13.18.1 Planet Co., Ltd. Company Information
- 13.18.2 Planet Co., Ltd. Global Solid Perfume Product Portfolios and Specifications
- 13.18.3 Planet Co., Ltd. Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.18.4 Planet Co., Ltd. Main Business Overview
- 13.18.5 Planet Co., Ltd. Latest Developments
- 13.19 CST Cosmetic
 - 13.19.1 CST Cosmetic Company Information
 - 13.19.2 CST Cosmetic Global Solid Perfume Product Portfolios and Specifications
 - 13.19.3 CST Cosmetic Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.19.4 CST Cosmetic Main Business Overview
 - 13.19.5 CST Cosmetic Latest Developments
- 13.20 Guangzhou Senti Cosmetics Co., Ltd.
 - 13.20.1 Guangzhou Senti Cosmetics Co., Ltd. Company Information
 - 13.20.2 Guangzhou Senti Cosmetics Co., Ltd. Global Solid Perfume Product Portfolios and Specifications
 - 13.20.3 Guangzhou Senti Cosmetics Co., Ltd. Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.20.4 Guangzhou Senti Cosmetics Co., Ltd. Main Business Overview
 - 13.20.5 Guangzhou Senti Cosmetics Co., Ltd. Latest Developments
- 13.21 Misc. Goods Co.
 - 13.21.1 Misc. Goods Co. Company Information
 - 13.21.2 Misc. Goods Co. Global Solid Perfume Product Portfolios and Specifications
 - 13.21.3 Misc. Goods Co. Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.21.4 Misc. Goods Co. Main Business Overview
 - 13.21.5 Misc. Goods Co. Latest Developments
- 13.22 Juniper Ridge
 - 13.22.1 Juniper Ridge Company Information
 - 13.22.2 Juniper Ridge Global Solid Perfume Product Portfolios and Specifications
 - 13.22.3 Juniper Ridge Global Solid Perfume Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.22.4 Juniper Ridge Main Business Overview
 - 13.22.5 Juniper Ridge Latest Developments
- 13.23 TOCCA
 - 13.23.1 TOCCA Company Information
 - 13.23.2 TOCCA Global Solid Perfume Product Portfolios and Specifications
 - 13.23.3 TOCCA Global Solid Perfume Sales, Revenue, Price and Gross Margin

(2021-2026)

13.23.4 TOCCA Main Business Overview

13.23.5 TOCCA Latest Developments

13.24 Heretic Parfum

13.24.1 Heretic Parfum Company Information

13.24.2 Heretic Parfum Global Solid Perfume Product Portfolios and Specifications

13.24.3 Heretic Parfum Global Solid Perfume Sales, Revenue, Price and Gross Margin

(2021-2026)

13.24.4 Heretic Parfum Main Business Overview

13.24.5 Heretic Parfum Latest Developments

13.25 Fischersund

13.25.1 Fischersund Company Information

13.25.2 Fischersund Global Solid Perfume Product Portfolios and Specifications

13.25.3 Fischersund Global Solid Perfume Sales, Revenue, Price and Gross Margin

(2021-2026)

13.25.4 Fischersund Main Business Overview

13.25.5 Fischersund Latest Developments

13.26 YUBUNE

13.26.1 YUBUNE Company Information

13.26.2 YUBUNE Global Solid Perfume Product Portfolios and Specifications

13.26.3 YUBUNE Global Solid Perfume Sales, Revenue, Price and Gross Margin

(2021-2026)

13.26.4 YUBUNE Main Business Overview

13.26.5 YUBUNE Latest Developments

13.27 Luxignite

13.27.1 Luxignite Company Information

13.27.2 Luxignite Global Solid Perfume Product Portfolios and Specifications

13.27.3 Luxignite Global Solid Perfume Sales, Revenue, Price and Gross Margin

(2021-2026)

13.27.4 Luxignite Main Business Overview

13.27.5 Luxignite Latest Developments

13.28 Lilla F?

13.28.1 Lilla F? Company Information

13.28.2 Lilla F? Global Solid Perfume Product Portfolios and Specifications

13.28.3 Lilla F? Global Solid Perfume Sales, Revenue, Price and Gross Margin

(2021-2026)

13.28.4 Lilla F? Main Business Overview

13.28.5 Lilla F? Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Global Solid Perfume Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Global Solid Perfume Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Compact Solid Perfume

Table 4. Major Players of Stick Solid Perfume

Table 5. Major Players of Other Solid Perfume

Table 6. Global Global Solid Perfume Sales by Type (2021-2026) & (K Units)

Table 7. Global Global Solid Perfume Sales Market Share by Type (2021-2026)

Table 8. Global Global Solid Perfume Revenue by Type (2021-2026) & (\$ million)

Table 9. Global Global Solid Perfume Revenue Market Share by Type (2021-2026)

Table 10. Global Global Solid Perfume Sale Price by Type (2021-2026) & (US\$/Unit)

Table 11. Major Players of Wax-based Solid Perfume

Table 12. Major Players of Oil & Butter-based Balm

Table 13. Major Players of Natural / Plant-based Base

Table 14. Major Players of Other Base System

Table 15. Global Global Solid Perfume Sales by Formulation Base (2021-2026) & (K Units)

Table 16. Global Global Solid Perfume Sales Market Share by Formulation Base (2021-2026)

Table 17. Global Global Solid Perfume Revenue by Formulation Base (2021-2026) & (\$ million)

Table 18. Global Global Solid Perfume Revenue Market Share by Formulation Base (2021-2026)

Table 19. Global Global Solid Perfume Sale Price by Formulation Base (2021-2026) & (US\$/Unit)

Table 20. Major Players of Luxury Solid Perfume

Table 21. Major Players of Premium / Niche Solid Perfume

Table 22. Major Players of Masstige Solid Perfume

Table 23. Major Players of Mass-market Solid Perfume

Table 24. Major Players of Private Label / OEM Product

Table 25. Global Global Solid Perfume Sales by Price Positioning (2021-2026) & (K Units)

Table 26. Global Global Solid Perfume Sales Market Share by Price Positioning (2021-2026)

Table 27. Global Global Solid Perfume Revenue by Price Positioning (2021-2026) & (\$ million)

Table 28. Global Global Solid Perfume Revenue Market Share by Price Positioning (2021-2026)

Table 29. Global Global Solid Perfume Sale Price by Price Positioning (2021-2026) & (US\$/Unit)

Table 30. Global Global Solid Perfume Sale by Sale Channel (2021-2026) & (K Units)

Table 31. Global Global Solid Perfume Sale Market Share by Sale Channel (2021-2026)

Table 32. Global Global Solid Perfume Revenue by Sale Channel (2021-2026) & (\$ million)

Table 33. Global Global Solid Perfume Revenue Market Share by Sale Channel (2021-2026)

Table 34. Global Global Solid Perfume Sale Price by Sale Channel (2021-2026) & (US\$/Unit)

Table 35. Global Global Solid Perfume Sales by Company (2021-2026) & (K Units)

Table 36. Global Global Solid Perfume Sales Market Share by Company (2021-2026)

Table 37. Global Global Solid Perfume Revenue by Company (2021-2026) & (\$ millions)

Table 38. Global Global Solid Perfume Revenue Market Share by Company (2021-2026)

Table 39. Global Global Solid Perfume Sale Price by Company (2021-2026) & (US\$/Unit)

Table 40. Key Manufacturers Global Solid Perfume Producing Area Distribution and Sales Area

Table 41. Players Global Solid Perfume Products Offered

Table 42. Global Solid Perfume Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 43. New Products and Potential Entrants

Table 44. Market M&A Activity & Strategy

Table 45. Global Global Solid Perfume Sales by Geographic Region (2021-2026) & (K Units)

Table 46. Global Global Solid Perfume Sales Market Share Geographic Region (2021-2026)

Table 47. Global Global Solid Perfume Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 48. Global Global Solid Perfume Revenue Market Share by Geographic Region (2021-2026)

Table 49. Global Global Solid Perfume Sales by Country/Region (2021-2026) & (K Units)

Table 50. Global Global Solid Perfume Sales Market Share by Country/Region (2021-2026)

Table 51. Global Global Solid Perfume Revenue by Country/Region (2021-2026) & (\$ millions)

Table 52. Global Global Solid Perfume Revenue Market Share by Country/Region (2021-2026)

Table 53. Americas Global Solid Perfume Sales by Country (2021-2026) & (K Units)

Table 54. Americas Global Solid Perfume Sales Market Share by Country (2021-2026)

Table 55. Americas Global Solid Perfume Revenue by Country (2021-2026) & (\$ millions)

Table 56. Americas Global Solid Perfume Sales by Type (2021-2026) & (K Units)

Table 57. Americas Global Solid Perfume Sales by Sale Channel (2021-2026) & (K Units)

Table 58. APAC Global Solid Perfume Sales by Region (2021-2026) & (K Units)

Table 59. APAC Global Solid Perfume Sales Market Share by Region (2021-2026)

Table 60. APAC Global Solid Perfume Revenue by Region (2021-2026) & (\$ millions)

Table 61. APAC Global Solid Perfume Sales by Type (2021-2026) & (K Units)

Table 62. APAC Global Solid Perfume Sales by Sale Channel (2021-2026) & (K Units)

Table 63. Europe Global Solid Perfume Sales by Country (2021-2026) & (K Units)

Table 64. Europe Global Solid Perfume Revenue by Country (2021-2026) & (\$ millions)

Table 65. Europe Global Solid Perfume Sales by Type (2021-2026) & (K Units)

Table 66. Europe Global Solid Perfume Sales by Sale Channel (2021-2026) & (K Units)

Table 67. Middle East & Africa Global Solid Perfume Sales by Country (2021-2026) & (K Units)

Table 68. Middle East & Africa Global Solid Perfume Revenue Market Share by Country (2021-2026)

Table 69. Middle East & Africa Global Solid Perfume Sales by Type (2021-2026) & (K Units)

Table 70. Middle East & Africa Global Solid Perfume Sales by Sale Channel (2021-2026) & (K Units)

Table 71. Key Market Drivers & Growth Opportunities of Global Solid Perfume

Table 72. Key Market Challenges & Risks of Global Solid Perfume

Table 73. Key Industry Trends of Global Solid Perfume

Table 74. Global Solid Perfume Raw Material

Table 75. Key Suppliers of Raw Materials

Table 76. Global Solid Perfume Distributors List

Table 77. Global Solid Perfume Customer List

Table 78. Global Global Solid Perfume Sales Forecast by Region (2027-2032) & (K Units)

Table 79. Global Global Solid Perfume Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 80. Americas Global Solid Perfume Sales Forecast by Country (2027-2032) & (K Units)

Table 81. Americas Global Solid Perfume Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. APAC Global Solid Perfume Sales Forecast by Region (2027-2032) & (K Units)

Table 83. APAC Global Solid Perfume Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 84. Europe Global Solid Perfume Sales Forecast by Country (2027-2032) & (K Units)

Table 85. Europe Global Solid Perfume Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 86. Middle East & Africa Global Solid Perfume Sales Forecast by Country (2027-2032) & (K Units)

Table 87. Middle East & Africa Global Solid Perfume Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 88. Global Global Solid Perfume Sales Forecast by Type (2027-2032) & (K Units)

Table 89. Global Global Solid Perfume Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 90. Global Global Solid Perfume Sales Forecast by Sale Channel (2027-2032) & (K Units)

Table 91. Global Global Solid Perfume Revenue Forecast by Sale Channel (2027-2032) & (\$ millions)

Table 92. LVMH Mo?t Hennessy Louis Vuitton SE Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 93. LVMH Mo?t Hennessy Louis Vuitton SE Global Solid Perfume Product Portfolios and Specifications

Table 94. LVMH Mo?t Hennessy Louis Vuitton SE Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 95. LVMH Mo?t Hennessy Louis Vuitton SE Main Business

Table 96. LVMH Mo?t Hennessy Louis Vuitton SE Latest Developments

Table 97. The Est?e Lauder Companies Inc. Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 98. The Est?e Lauder Companies Inc. Global Solid Perfume Product Portfolios and Specifications

Table 99. The Est?e Lauder Companies Inc. Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 100. The Est?e Lauder Companies Inc. Main Business
Table 101. The Est?e Lauder Companies Inc. Latest Developments
Table 102. L?OCCITANE Group Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 103. L?OCCITANE Group Global Solid Perfume Product Portfolios and Specifications
Table 104. L?OCCITANE Group Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 105. L?OCCITANE Group Main Business
Table 106. L?OCCITANE Group Latest Developments
Table 107. Amorepacific Group Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 108. Amorepacific Group Global Solid Perfume Product Portfolios and Specifications
Table 109. Amorepacific Group Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 110. Amorepacific Group Main Business
Table 111. Amorepacific Group Latest Developments
Table 112. Lush Retail Ltd. Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 113. Lush Retail Ltd. Global Solid Perfume Product Portfolios and Specifications
Table 114. Lush Retail Ltd. Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 115. Lush Retail Ltd. Main Business
Table 116. Lush Retail Ltd. Latest Developments
Table 117. Diptyque SAS Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 118. Diptyque SAS Global Solid Perfume Product Portfolios and Specifications
Table 119. Diptyque SAS Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 120. Diptyque SAS Main Business
Table 121. Diptyque SAS Latest Developments
Table 122. Parfumerie Fragonard Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 123. Parfumerie Fragonard Global Solid Perfume Product Portfolios and Specifications
Table 124. Parfumerie Fragonard Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 125. Parfumerie Fragonard Main Business

Table 126. Parfumerie Fragonard Latest Developments
Table 127. Glossier, Inc. Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 128. Glossier, Inc. Global Solid Perfume Product Portfolios and Specifications
Table 129. Glossier, Inc. Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 130. Glossier, Inc. Main Business
Table 131. Glossier, Inc. Latest Developments
Table 132. Fulton & Roark Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 133. Fulton & Roark Global Solid Perfume Product Portfolios and Specifications
Table 134. Fulton & Roark Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 135. Fulton & Roark Main Business
Table 136. Fulton & Roark Latest Developments
Table 137. Duke Cannon Supply Co. Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 138. Duke Cannon Supply Co. Global Solid Perfume Product Portfolios and Specifications
Table 139. Duke Cannon Supply Co. Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 140. Duke Cannon Supply Co. Main Business
Table 141. Duke Cannon Supply Co. Latest Developments
Table 142. NOYZ Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 143. NOYZ Global Solid Perfume Product Portfolios and Specifications
Table 144. NOYZ Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 145. NOYZ Main Business
Table 146. NOYZ Latest Developments
Table 147. SHIRO Co., Ltd. Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors
Table 148. SHIRO Co., Ltd. Global Solid Perfume Product Portfolios and Specifications
Table 149. SHIRO Co., Ltd. Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 150. SHIRO Co., Ltd. Main Business
Table 151. SHIRO Co., Ltd. Latest Developments
Table 152. PA?PURI Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 153. PA?PURI Global Solid Perfume Product Portfolios and Specifications

Table 154. PA?PURI Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 155. PA?PURI Main Business

Table 156. PA?PURI Latest Developments

Table 157. Flower Knows Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 158. Flower Knows Global Solid Perfume Product Portfolios and Specifications

Table 159. Flower Knows Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 160. Flower Knows Main Business

Table 161. Flower Knows Latest Developments

Table 162. Sab? Masson Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 163. Sab? Masson Global Solid Perfume Product Portfolios and Specifications

Table 164. Sab? Masson Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 165. Sab? Masson Main Business

Table 166. Sab? Masson Latest Developments

Table 167. Bougie & Senteur Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 168. Bougie & Senteur Global Solid Perfume Product Portfolios and Specifications

Table 169. Bougie & Senteur Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 170. Bougie & Senteur Main Business

Table 171. Bougie & Senteur Latest Developments

Table 172. DLAB Custom Cosmetics Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 173. DLAB Custom Cosmetics Global Solid Perfume Product Portfolios and Specifications

Table 174. DLAB Custom Cosmetics Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 175. DLAB Custom Cosmetics Main Business

Table 176. DLAB Custom Cosmetics Latest Developments

Table 177. Planet Co., Ltd. Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 178. Planet Co., Ltd. Global Solid Perfume Product Portfolios and Specifications

Table 179. Planet Co., Ltd. Global Solid Perfume Sales (K Units), Revenue (\$ Million),

Price (US\$/Unit) and Gross Margin (2021-2026)

Table 180. Planet Co., Ltd. Main Business

Table 181. Planet Co., Ltd. Latest Developments

Table 182. CST Cosmetic Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 183. CST Cosmetic Global Solid Perfume Product Portfolios and Specifications

Table 184. CST Cosmetic Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 185. CST Cosmetic Main Business

Table 186. CST Cosmetic Latest Developments

Table 187. Guangzhou Senti Cosmetics Co., Ltd. Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 188. Guangzhou Senti Cosmetics Co., Ltd. Global Solid Perfume Product Portfolios and Specifications

Table 189. Guangzhou Senti Cosmetics Co., Ltd. Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 190. Guangzhou Senti Cosmetics Co., Ltd. Main Business

Table 191. Guangzhou Senti Cosmetics Co., Ltd. Latest Developments

Table 192. Misc. Goods Co. Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 193. Misc. Goods Co. Global Solid Perfume Product Portfolios and Specifications

Table 194. Misc. Goods Co. Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 195. Misc. Goods Co. Main Business

Table 196. Misc. Goods Co. Latest Developments

Table 197. Juniper Ridge Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 198. Juniper Ridge Global Solid Perfume Product Portfolios and Specifications

Table 199. Juniper Ridge Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 200. Juniper Ridge Main Business

Table 201. Juniper Ridge Latest Developments

Table 202. TOCCA Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 203. TOCCA Global Solid Perfume Product Portfolios and Specifications

Table 204. TOCCA Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 205. TOCCA Main Business

Table 206. TOCCA Latest Developments

Table 207. Heretic Parfum Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 208. Heretic Parfum Global Solid Perfume Product Portfolios and Specifications

Table 209. Heretic Parfum Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 210. Heretic Parfum Main Business

Table 211. Heretic Parfum Latest Developments

Table 212. Fischersund Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 213. Fischersund Global Solid Perfume Product Portfolios and Specifications

Table 214. Fischersund Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 215. Fischersund Main Business

Table 216. Fischersund Latest Developments

Table 217. YUBUNE Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 218. YUBUNE Global Solid Perfume Product Portfolios and Specifications

Table 219. YUBUNE Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 220. YUBUNE Main Business

Table 221. YUBUNE Latest Developments

Table 222. Luxignite Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 223. Luxignite Global Solid Perfume Product Portfolios and Specifications

Table 224. Luxignite Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 225. Luxignite Main Business

Table 226. Luxignite Latest Developments

Table 227. Lilla F? Basic Information, Global Solid Perfume Manufacturing Base, Sales Area and Its Competitors

Table 228. Lilla F? Global Solid Perfume Product Portfolios and Specifications

Table 229. Lilla F? Global Solid Perfume Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 230. Lilla F? Main Business

Table 231. Lilla F? Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Global Solid Perfume
- Figure 2. Global Solid Perfume Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Global Solid Perfume Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Global Solid Perfume Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Global Solid Perfume Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Global Solid Perfume Sales Market Share by Country/Region (2025)
- Figure 10. Global Solid Perfume Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Compact Solid Perfume
- Figure 12. Product Picture of Stick Solid Perfume
- Figure 13. Product Picture of Other Solid Perfume
- Figure 14. Global Global Solid Perfume Sales Market Share by Type in 2026
- Figure 15. Global Global Solid Perfume Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Wax-based Solid Perfume
- Figure 17. Product Picture of Oil & Butter-based Balm
- Figure 18. Product Picture of Natural / Plant-based Base
- Figure 19. Product Picture of Other Base System
- Figure 20. Global Global Solid Perfume Sales Market Share by Formulation Base in 2026
- Figure 21. Global Global Solid Perfume Revenue Market Share by Formulation Base (2021-2026)
- Figure 22. Product Picture of Luxury Solid Perfume
- Figure 23. Product Picture of Premium / Niche Solid Perfume
- Figure 24. Product Picture of Masstige Solid Perfume
- Figure 25. Product Picture of Mass-market Solid Perfume
- Figure 26. Product Picture of Private Label / OEM Product
- Figure 27. Global Global Solid Perfume Sales Market Share by Price Positioning in 2026
- Figure 28. Global Global Solid Perfume Revenue Market Share by Price Positioning (2021-2026)
- Figure 29. Global Solid Perfume Consumed in Online Sales

Figure 30. Global Global Solid Perfume Market: Online Sales (2021-2026) & (K Units)

Figure 31. Global Solid Perfume Consumed in Offline Sales

Figure 32. Global Global Solid Perfume Market: Offline Sales (2021-2026) & (K Units)

Figure 33. Global Global Solid Perfume Sale Market Share by Sale Channel (2025)

Figure 34. Global Global Solid Perfume Revenue Market Share by Sale Channel in 2025

Figure 35. Global Solid Perfume Sales by Company in 2025 (K Units)

Figure 36. Global Global Solid Perfume Sales Market Share by Company in 2025

Figure 37. Global Solid Perfume Revenue by Company in 2025 (\$ millions)

Figure 38. Global Global Solid Perfume Revenue Market Share by Company in 2025

Figure 39. Global Global Solid Perfume Sales Market Share by Geographic Region (2021-2026)

Figure 40. Global Global Solid Perfume Revenue Market Share by Geographic Region in 2025

Figure 41. Americas Global Solid Perfume Sales 2021-2026 (K Units)

Figure 42. Americas Global Solid Perfume Revenue 2021-2026 (\$ millions)

Figure 43. APAC Global Solid Perfume Sales 2021-2026 (K Units)

Figure 44. APAC Global Solid Perfume Revenue 2021-2026 (\$ millions)

Figure 45. Europe Global Solid Perfume Sales 2021-2026 (K Units)

Figure 46. Europe Global Solid Perfume Revenue 2021-2026 (\$ millions)

Figure 47. Middle East & Africa Global Solid Perfume Sales 2021-2026 (K Units)

Figure 48. Middle East & Africa Global Solid Perfume Revenue 2021-2026 (\$ millions)

Figure 49. Americas Global Solid Perfume Sales Market Share by Country in 2025

Figure 50. Americas Global Solid Perfume Revenue Market Share by Country (2021-2026)

Figure 51. Americas Global Solid Perfume Sales Market Share by Type (2021-2026)

Figure 52. Americas Global Solid Perfume Sales Market Share by Sale Channel (2021-2026)

Figure 53. United States Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 54. Canada Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 55. Mexico Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 56. Brazil Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 57. APAC Global Solid Perfume Sales Market Share by Region in 2025

Figure 58. APAC Global Solid Perfume Revenue Market Share by Region (2021-2026)

Figure 59. APAC Global Solid Perfume Sales Market Share by Type (2021-2026)

Figure 60. APAC Global Solid Perfume Sales Market Share by Sale Channel (2021-2026)

Figure 61. China Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 62. Japan Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 63. South Korea Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 64. Southeast Asia Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 65. India Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 66. Australia Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 67. China Taiwan Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 68. Europe Global Solid Perfume Sales Market Share by Country in 2025

Figure 69. Europe Global Solid Perfume Revenue Market Share by Country (2021-2026)

Figure 70. Europe Global Solid Perfume Sales Market Share by Type (2021-2026)

Figure 71. Europe Global Solid Perfume Sales Market Share by Sale Channel (2021-2026)

Figure 72. Germany Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 73. France Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 74. UK Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 75. Italy Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 76. Russia Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 77. Middle East & Africa Global Solid Perfume Sales Market Share by Country (2021-2026)

Figure 78. Middle East & Africa Global Solid Perfume Sales Market Share by Type (2021-2026)

Figure 79. Middle East & Africa Global Solid Perfume Sales Market Share by Sale Channel (2021-2026)

Figure 80. Egypt Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 81. South Africa Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 82. Israel Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 83. Turkey Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 84. GCC Countries Global Solid Perfume Revenue Growth 2021-2026 (\$ millions)

Figure 85. Manufacturing Cost Structure Analysis of Global Solid Perfume in 2026

Figure 86. Manufacturing Process Analysis of Global Solid Perfume

Figure 87. Industry Chain Structure of Global Solid Perfume

Figure 88. Channels of Distribution

Figure 89. Global Global Solid Perfume Sales Market Forecast by Region (2027-2032)

Figure 90. Global Global Solid Perfume Revenue Market Share Forecast by Region (2027-2032)

Figure 91. Global Global Solid Perfume Sales Market Share Forecast by Type (2027-2032)

Figure 92. Global Global Solid Perfume Revenue Market Share Forecast by Type

(2027-2032)

Figure 93. Global Global Solid Perfume Sales Market Share Forecast by Sale Channel

(2027-2032)

Figure 94. Global Global Solid Perfume Revenue Market Share Forecast by Sale

Channel (2027-2032)

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