

# Global Fragrance Industry 2013-2018: Trend, Profit, and Forecast Analysis, April 2013

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## Abstracts

According to this report, the global fragrance industry observed modest growth through 2007-2012 and is expected to sustain the same growth course during 2013-2018. Market development is impelled by increasing demand in Asia Pacific (APAC) and the Rest of the World (ROW), resulting from the rising population among the aspiring middle classes in various emerging economies. The industry revenue is forecast to reach an estimated \$39.3 billion by 2018.

The global fragrance industry observed modest growth through 2007-2012 and is expected to sustain the same growth course during 2013-2018. Market development is impelled by increasing demand in Asia Pacific (APAC) and the Rest of the World (ROW), resulting from the rising population among the aspiring middle classes in various emerging economies. The industry revenue is forecast to reach an estimated \$39.3 billion by 2018.

Lucintel, a leading global management consulting and market research firm, has analyzed the industry and offers its findings in its comprehensive research report, Global Fragrance Industry 2013-2018: Trend, Profit, and Forecast Analysis.

This report is geographically segmented in four regions: North America, Europe, APAC, and ROW. Europe and APAC represented the largest markets in 2012, while APAC experienced the highest growth during 2007-2012 and is forecast to hold the same lead position over 2013-2018.

Lucintel identifies maintaining good quality, rise in packaging costs, continuous innovations, and fixing competitive price as major growth challenges. Maintaining balance between quality and price is the industrys biggest challenge. Rising disposable

income and consumer spending, population growth, and organized retail expansion are the drivers providing the industry with competitive advantage.

This market report is an indispensable reference guide for materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market. To make business, investment, and strategic decisions, you need timely, useful information and these market reports fulfill these core needs.

This Lucintel research report provides excellent understanding of recent industry scope and overview, global macroeconomic overview, relative market attractiveness by region, annual industry trend, emerging trends, industry forecasts, Porters Five Forces Analysis, product launches, and mergers and acquisitions. Regional and segmental opportunities, competitive landscape, and profitability trend and analysis of the major industry players are included. The key insights sections portray beneficial information on an industry segments growth and regional growth trends.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the markets potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global fragrance industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions and by segments

Global fragrance industry analysis annual trend (2007-2012) and forecast (2013-2018)

Porters Five Force analysis

New product launch and merger and acquisition activity in global fragrance

industry analysis

Quarterly demand trend (Q1 2011-Q4 2012) and forecast analysis (Q1 2013-Q4 2014) for global fragrance industry analysis

Gross and net profit trends in the global fragrance industry analysis

Cost structure trend in the global as well as regional fragrance analysis

More than 48 valuable figures/charts and 12 tables are provided in this report

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