

# Global Perfume Market 2021

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## Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. The global perfume market is poised to grow by US\$ 31,124 million from 2021 to 2027, registering a CAGR of 7% during the forecast period, according to StrategyHelix. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for perfume. The global perfume market is segmented on the basis of price range, consumer group, distribution channel, and region. By price range, the global perfume market has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the global perfume market in 2020. Based upon consumer group, the global perfume market is categorized into men, women, unisex. According to the research, the women segment had the largest share in the global perfume market. On the basis of distribution channel, the global perfume market has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the global perfume market has been segmented into North America, Asia Pacific, Europe, Middle East and Africa, Latin America.

The global perfume market is highly competitive. Top players covered in Global Perfume Market Study are Bath & Body Works Inc. (L Brands Inc.), Better Way (Thailand) Co. Ltd., Chanel S.A., Coty Inc., Diptyque SA, FITS CORPORATION K.K., Giffarine Skyline Laboratory & Health Care Co. Ltd., KOSE Corporation, L'Oreal S.A., LVMH Moet Hennessy Louis Vuitton SA (LVMH), Maurer & Wirtz GmbH & Co. KG,

Natura & Co, Osotspa Public Company Limited (OSP), PUIG SL, Raymond Ltd., Revlon Inc., Shiseido Company Limited, The Estee Lauder Companies Inc., The Procter & Gamble Company (P&G), Unilever PLC, Vini Cosmetics Private Limited.

#### Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Region: North America, Asia Pacific, Europe, Middle East and Africa, Latin America

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the global perfume market

Pinpoint growth sectors and trends for investment

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Middle East and Africa  
Latin America

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Better Way (Thailand) Co., Ltd.  
Chanel S.A.  
Coty Inc.  
Diptyque SA  
FITS CORPORATION K.K.  
Giffarine Skyline Laboratory & Health Care Co., Ltd.  
KOSE Corporation  
L'Oreal S.A.  
LVMH Moët Hennessy Louis Vuitton SA (LVMH)  
Maurer & Wirtz GmbH & Co. KG  
Natura & Co  
Osotspa Public Company Limited (OSP)  
PUIG SL  
Raymond Ltd.  
Revlon, Inc.  
Shiseido Company, Limited  
The Estée Lauder Companies Inc.  
The Procter & Gamble Company (P&G)  
Unilever PLC  
Vini Cosmetics Private Limited  
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