

Perfume Market in Asia Pacific 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 perfume market in Asia Pacific is poised to grow by US\$ 6,807 million during 2021-2027, progressing at a CAGR of 10.3% during the forecast period, according to data and analytics company 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 Asia Pacific perfume market is segmented on the basis of price range, consumer group, distribution channel, and country. By price range, the perfume market in Asia Pacific has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the perfume market. Based upon consumer group, the perfume market in Asia Pacific is categorized into men, women, unisex. The women segment was the largest contributor to the Asia Pacific perfume market in 2020. On the basis of distribution channel, the perfume market in Asia Pacific has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the perfume market in Asia Pacific is segmented into Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The Asia Pacific perfume market is highly competitive. Key companies profiled in the report include Better Way (Thailand) Co. Ltd., Byredo AB, 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), Natura & Co, Neo Corporate Co. Ltd., Osotspa Public Company Limited

(OSP), Raymond Ltd., Shiseido Company Limited, The Estee Lauder Companies Inc., The Procter & Gamble Company (P&G), Titan Company Limited, 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

Country: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific perfume market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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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)
Natura & Co
Neo Corporate Co., Ltd.
Osotspa Public Company Limited (OSP)
Raymond Ltd.
Shiseido Company, Limited
The Estée Lauder Companies Inc.
The Procter & Gamble Company (P&G)
Titan Company Limited
Unilever PLC
Vini Cosmetics Private Limited
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