

Perfume Market in Egypt 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. According to a report by StrategyHelix, the perfume market in Egypt is poised to grow at a CAGR of around 11.4% over the analysis period of 2021 to 2027. 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 Egypt perfume market is segmented on the basis of price range, consumer group, and distribution channel. On the basis of price range, the perfume market in Egypt has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the perfume market in Egypt. By consumer group, the perfume market in Egypt has been segmented into men, women, unisex. The women segment held the largest revenue share in 2020. Based on distribution channel, the perfume market in Egypt is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Egypt perfume market is highly competitive. Key companies profiled in the report include Natura & Co, Oriflame Cosmetics S.A., Dr El-Chabrawichi Co., LVMH Moet Hennessy Louis Vuitton SA (LVMH), Coty Inc., PUIG SL, Chanel S.A.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

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

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Egypt perfume market

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

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. PERFUME MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY CONSUMER GROUP

Men
Women
Unisex

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. KEY COMPANIES

Natura & Co
Oriflame Cosmetics S.A.
Dr El-Chabrawichi Co.
LVMH Moet Hennessy Louis Vuitton SA (LVMH)
Coty Inc.
PUIG SL
Chanel S.A.
About StrategyHelix

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