

Perfume Market in Ethiopia 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 Ethiopia is expected to increase at a CAGR of 10% till 2027, 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 Ethiopia perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in Ethiopia has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the perfume market in Ethiopia. Based upon consumer group, the perfume market in Ethiopia is categorized into men, women, unisex. In 2020, the women segment made up the largest share of revenue generated by the perfume market. On the basis of distribution channel, the perfume market in Ethiopia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players PUIG SL, Bath & Body Works Inc. (L Brands Inc.), Sansiro Perfume, L'Oreal 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 Ethiopia 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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