

# Perfume Market in Europe 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 Europe is set to increase by US\$ 4,343 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 3.2% during the forecast period. 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 Europe perfume market is segmented on the basis of price range, consumer group, distribution channel, and country. On the basis of price range, the perfume market in Europe has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By consumer group, the perfume market in Europe has been segmented into men, women, unisex. Among these, the women segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the perfume market in Europe is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the perfume market in Europe has been segmented into France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom.

The Europe perfume market is highly competitive. As of 2020, the major players in the Europe perfume market were L'Oreal S.A., LVMH Moët Hennessy Louis Vuitton SA (LVMH), Coty Inc., PUIG SL, The Estée Lauder Companies Inc., Chanel S.A., Maurer & Wirtz GmbH & Co. KG, Shiseido Company Limited.

### Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

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

Country: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom

Years considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the Europe 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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L'Oreal S.A.  
LVMH Moët Hennessy Louis Vuitton SA (LVMH)  
Coty Inc.  
PUIG SL  
The Estée Lauder Companies Inc.  
Chanel S.A.  
Maurer & Wirtz GmbH & Co. KG  
Shiseido Company, Limited  
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