

Perfume Market in Ghana 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 StrategyHelix, the perfume market in Ghana is projected to expand by a CAGR of 9% from 2021 through 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 Ghana perfume market is segmented on the basis of price range, consumer group, and distribution channel. Based on price range, the perfume market in Ghana is categorized into prestige product, mass product. The mass product segment held the largest share of the Ghana perfume market in 2020 and is anticipated to hold its share during the forecast period. On the basis of consumer group, the perfume market in Ghana has been segmented into men, women, unisex. In Ghana, the women segment made up the largest share of the perfume market. By distribution channel, the perfume market in Ghana has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The leading players in the perfume market include PUIG SL, The Estee Lauder Companies Inc., Ghandour Cosmetics Ltd., Bath & Body Works Inc. (L Brands Inc.).

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 Ghana 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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PUIG SL
The Estee Lauder Companies Inc.
Ghandour Cosmetics Ltd.
Bath & Body Works, Inc. (L Brands, Inc.)
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