

Perfume Market in India 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 India is poised to grow by US\$ 363 million during 2021-2027, progressing at a CAGR of 10.2% 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 India perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in India has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the India perfume market in 2020. Based upon consumer group, the perfume market in India is categorized into men, women, unisex. According to the research, the women segment had the largest share in the perfume market in India. On the basis of distribution channel, the perfume market in India has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The India perfume market is highly competitive. The perfume market is dominated by key players, which are Coty Inc., Titan Company Limited, The Procter & Gamble Company (P&G), Raymond Ltd., Vini Cosmetics Private Limited, LVMH Moët Hennessy Louis Vuitton SA (LVMH), Unilever PLC.

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 India 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

Coty Inc.
Titan Company Limited
The Procter & Gamble Company (P&G)
Raymond Ltd.
Vini Cosmetics Private Limited
LVMH Moet Hennessy Louis Vuitton SA (LVMH)
Unilever PLC
About StrategyHelix

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