

Perfume Market in Italy 2021

<https://marketpublishers.com/r/PE6C3D906FCFEN.html>

Date: January 2022

Pages: 18

Price: US\$ 550.00 (Single User License)

ID: PE6C3D906FCFEN

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. A study by StrategyHelix indicates that the perfume market in Italy is expected to increase by US\$ 755 million from 2021 to 2027, garnering a CAGR of 6.7% 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 Italy perfume market is segmented on the basis of price range, consumer group, and distribution channel. Based on price range, the perfume market in Italy is categorized into prestige product, mass product. The mass product segment held the largest share of the Italy 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 Italy has been segmented into men, women, unisex. In Italy, the women segment made up the largest share of the perfume market. By distribution channel, the perfume market in Italy has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Italy perfume market is highly competitive. As of 2020, the major players in the Italy perfume market were L'Oreal S.A., LVMH Moet Hennessy Louis Vuitton SA (LVMH), Coty Inc., PUIG SL, Chanel S.A., Shiseido Company Limited, The Estee Lauder Companies 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 Italy 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

L'Oreal S.A.
LVMH Moët Hennessy Louis Vuitton SA (LVMH)
Coty Inc.
PUIG SL
Chanel S.A.
Shiseido Company, Limited
The Estée Lauder Companies Inc.
About StrategyHelix

Disclaimer

I would like to order

Product name: Perfume Market in Italy 2021

Product link: <https://marketpublishers.com/r/PE6C3D906FCFEN.html>

Price: US\$ 550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PE6C3D906FCFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970