

Perfume Market in Japan 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 a report by StrategyHelix, the perfume market in Japan is set to increase by US\$ 327 million during 2021-2027, growing at a CAGR of 6.2% 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 Japan perfume market is segmented on the basis of price range, consumer group, and distribution channel. On the basis of price range, the perfume market in Japan has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the perfume market in Japan. By consumer group, the perfume market in Japan has been segmented into men, women, unisex. The women segment held the largest revenue share in 2020. Based on distribution channel, the perfume market in Japan is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Japan perfume market is highly competitive. The prominent players operating in the Japan perfume market include Chanel S.A., LVMH Moet Hennessy Louis Vuitton SA (LVMH), Coty Inc., FITS CORPORATION K.K., KOSE Corporation, The Estee Lauder Companies Inc., Natura & Co, 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

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Japan 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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Men
Women
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Supermarkets & hypermarkets
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Others

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Chanel S.A.
LVMH Moët Hennessy Louis Vuitton SA (LVMH)
Coty Inc.
FITS CORPORATION K.K.
KOSE Corporation
The Estée Lauder Companies Inc.
Natura & Co
Shiseido Company, Limited

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