

# Perfume Market in Jordan 2021

<https://marketpublishers.com/r/P4091C99BFDBEN.html>

Date: January 2022

Pages: 14

Price: US\$ 550.00 (Single User License)

ID: P4091C99BFDBEN

## 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 Jordan is poised to grow at a CAGR of around 3.4% over the analysis period of 2021 to 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 Jordan perfume market is segmented on the basis of price range, consumer group, and distribution channel. Based on price range, the perfume market in Jordan is categorized into prestige product, mass product. In Jordan, the mass product segment made up the largest share of the perfume market. On the basis of consumer group, the perfume market in Jordan has been segmented into men, women, unisex. The women segment captured the largest share of the market in 2020. By distribution channel, the perfume market in Jordan has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

Some of the leading companies operating in the market are PUIG SL, Coty Inc., LVMH Moet Hennessy Louis Vuitton SA (LVMH), Chanel S.A., L'Oreal S.A., 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 Jordan 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**

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

## I would like to order

Product name: Perfume Market in Jordan 2021

Product link: <https://marketpublishers.com/r/P4091C99BFDBEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P4091C99BFDBEN.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