

# Perfume Market in Kenya 2021

<https://marketpublishers.com/r/P3C5591CD045EN.html>

Date: January 2022

Pages: 15

Price: US\$ 550.00 (Single User License)

ID: P3C5591CD045EN

## 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 Kenya is expected to increase at a CAGR of 5.8% till 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 Kenya 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 Kenya has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By consumer group, the perfume market in Kenya has been segmented into men, women, unisex. The women segment is estimated to account for the largest share of the perfume market in Kenya. Based on distribution channel, the perfume market in Kenya is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The prominent players operating in the Kenya perfume market include Rasasi Perfumes Industry LLC, Sapil Perfumes Co. LLC., Swiss Arabian Perfumes Co. L.L.C, Winner Manufacturing (Aris Cosmetics), Chris Adams Perfumes, Groupe Arthes.

### 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 Kenya 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**

Rasasi Perfumes Industry LLC  
Sapil Perfumes Co. LLC.  
Swiss Arabian Perfumes Co. L.L.C  
Winner Manufacturing (Aris Cosmetics)  
Chris Adams Perfumes  
Groupe Arthes  
About StrategyHelix  
Disclaimer

## I would like to order

Product name: Perfume Market in Kenya 2021

Product link: <https://marketpublishers.com/r/P3C5591CD045EN.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/P3C5591CD045EN.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