

Perfume Market in Myanmar 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 Myanmar is poised to grow at a CAGR of around 10.7% over the analysis period of 2021 to 2027, 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 Myanmar perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in Myanmar has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the perfume market. Based upon consumer group, the perfume market in Myanmar is categorized into men, women, unisex. The women segment was the largest contributor to the Myanmar perfume market in 2020. On the basis of distribution channel, the perfume market in Myanmar has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

Key companies profiled in the report include Revlon Inc., Wipro Limited, Mase Industries Sdn Bhd, Coty 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 Myanmar 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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Revlon, Inc.
Wipro Limited
Mase Industries Sdn Bhd
Coty Inc.
About StrategyHelix
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