

Perfume Market in Netherlands 2021

<https://marketpublishers.com/r/PB889F3AFB24EN.html>

Date: January 2022

Pages: 19

Price: US\$ 550.00 (Single User License)

ID: PB889F3AFB24EN

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 Netherlands is set to increase by US\$ 85 million during 2021-2027, growing at a CAGR of 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 Netherlands 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 Netherlands has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By consumer group, the perfume market in Netherlands has been segmented into men, women, unisex. Among these, the women segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the perfume market in Netherlands is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Netherlands perfume market is highly competitive. Key companies profiled in the report include Coty Inc., L'Oreal S.A., Chanel S.A., LVMH Moet Hennessy Louis Vuitton SA (LVMH), PUIG SL, 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 Netherlands 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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L'Oreal S.A.
Chanel S.A.
LVMH Moët Hennessy Louis Vuitton SA (LVMH)
PUIG SL
Shiseido Company, Limited
The Estée Lauder Companies Inc.
About StrategyHelix

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