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Perfume Market in Pakistan 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. A study by StrategyHelix indicates that the perfume market in Pakistan is expected to increase at a CAGR of 10.5% 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 Pakistan perfume market is segmented on the basis of price range, consumer group, and distribution channel. Based on price range, the perfume market in Pakistan is categorized into prestige product, mass product. In Pakistan, the mass product segment made up the largest share of the perfume market. On the basis of consumer group, the perfume market in Pakistan 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 Pakistan has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Rasasi Perfumes Industry LLC, Oriflame Cosmetics S.A., Royal Mirage Parfums, Revlon Inc., 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 Pakistan 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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Rasasi Perfumes Industry LLC
Oriflame Cosmetics S.A.
Royal Mirage Parfums
Revlon, Inc.
Coty Inc.
About StrategyHelix
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