

Perfume Market in South Africa 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. According to StrategyHelix, the perfume market in South Africa is expected to increase by US\$ 254 million during 2021-2027, expanding at a CAGR of 5% 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 South Africa perfume market is segmented on the basis of price range, consumer group, and distribution channel. Based on price range, the perfume market in South Africa is categorized into prestige product, mass product. In South Africa, the mass product segment made up the largest share of the perfume market. On the basis of consumer group, the perfume market in South Africa 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 South Africa has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The South Africa perfume market is highly competitive. The perfume market is dominated by key players, which are Coty Inc., Revlon Inc., Shiseido Company Limited, Natura & Co, The Estee Lauder Companies Inc., Avi Ltd., PUIG SL, Chanel S.A., LVMH Moet Hennessy Louis Vuitton SA (LVMH).

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 South Africa 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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Men
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Supermarkets & hypermarkets
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Coty Inc.
Revlon, Inc.
Shiseido Company, Limited
Natura & Co
The Estee Lauder Companies Inc.
Avi Ltd.
PUIG SL
Chanel S.A.

LVMH Moët Hennessy Louis Vuitton SA (LVMH)

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