

# Perfume Market in Sweden 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 Sweden is set to grow at a healthy compound annual growth rate (CAGR) of 3.9% in the next five years, 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 Sweden perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in Sweden has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Sweden perfume market in 2020. Based upon consumer group, the perfume market in Sweden is categorized into men, women, unisex. According to the research, the women segment had the largest share in the perfume market in Sweden. On the basis of distribution channel, the perfume market in Sweden has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The perfume market is dominated by key players, which are Coty Inc., L'Oreal S.A., PUIG SL, Chanel S.A.

### 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 Sweden 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.  
PUIG SL  
Chanel S.A.  
About StrategyHelix  
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