

# Perfume Market in Tanzania 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 Tanzania is poised to grow at a CAGR of around 7.3% over the analysis period of 2021 to 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 Tanzania 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 Tanzania has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By consumer group, the perfume market in Tanzania has been segmented into men, women, unisex. The women segment is estimated to account for the largest share of the perfume market in Tanzania. Based on distribution channel, the perfume market in Tanzania is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

Some of the leading companies operating in the market are Revlon Inc., The Estee Lauder Companies Inc., Coty Inc., L'Oreal 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 Tanzania perfume market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. PERFUME MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY CONSUMER GROUP**

Men  
Women  
Unisex

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. KEY COMPANIES**

Revlon, Inc.  
The Estee Lauder Companies Inc.  
Coty Inc.  
L'Oreal S.A.  
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