

# Perfume Market in USA 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 USA is expected to increase by US\$ 4,308 million during 2021-2027, expanding at a CAGR of 5.7% 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 USA perfume market is segmented on the basis of price range, consumer group, and distribution channel. Based on price range, the perfume market in USA is categorized into prestige product, mass product. The mass product segment held the largest share of the USA perfume market in 2020 and is anticipated to hold its share during the forecast period. On the basis of consumer group, the perfume market in USA has been segmented into men, women, unisex. In USA, the women segment made up the largest share of the perfume market. By distribution channel, the perfume market in USA has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The USA perfume market is highly competitive. Key companies profiled in the report include L'Oreal S.A., Coty Inc., The Estee Lauder Companies Inc., LVMH Moet Hennessy Louis Vuitton SA (LVMH), Chanel S.A., Shiseido Company Limited, Revlon Inc., Bath & Body Works Inc. (L Brands Inc.), PUIG SL.

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 USA 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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Mass product

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L'Oreal S.A.  
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The Estee Lauder Companies Inc.  
LVMH Moët Hennessy Louis Vuitton SA (LVMH)  
Chanel S.A.  
Shiseido Company, Limited  
Revlon, Inc.  
Bath & Body Works, Inc. (L Brands, Inc.)

PUIG SL  
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