

Perfume Market in Vietnam 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 Vietnam is set to grow at a healthy compound annual growth rate (CAGR) of 10.1% in the next five years, according to 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 Vietnam perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in Vietnam has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the perfume market. Based upon consumer group, the perfume market in Vietnam is categorized into men, women, unisex. The women segment was the largest contributor to the Vietnam perfume market in 2020. On the basis of distribution channel, the perfume market in Vietnam has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Vietnam perfume market is highly competitive. As of 2020, the major players in the Vietnam perfume market were Coty Inc., Saigon Cosmetics Corporation (SCC), Shiseido Company Limited, The Estee Lauder Companies Inc., L'Oreal S.A., Inter Parfums Inc., LVMH Moet Hennessy Louis Vuitton SA (LVMH), PUIG SL, Chanel S.A., Salvatore Ferragamo S.p.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 Vietnam 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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Men
Women
Unisex

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Supermarkets & hypermarkets
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Others

PART 6. KEY COMPANIES

Coty Inc.
Saigon Cosmetics Corporation (SCC)
Shiseido Company, Limited
The Estee Lauder Companies Inc.
L'Oreal S.A.
Inter Parfums, Inc.
LVMH Moët Hennessy Louis Vuitton SA (LVMH)
PUIG SL

Chanel S.A.
Salvatore Ferragamo S.p.A.
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