

# **Solid Perfume Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Organic Vs. Inorganic), By Fragrance (Single Fragrance Vs. Mixed Fragrance), By End User (Men, Women, and Unisex), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online, and Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Solid Perfume Market is projected to expand from USD 1.61 Billion in 2025 to USD 2.63 Billion by 2031, reflecting a CAGR of 8.52%. These anhydrous formulations typically utilize a wax or balm base for direct skin application, distinguishing them from liquid sprays. The sector is bolstered by functional benefits such as leak-proof portability, which appeals to travelers, and alcohol-free compositions suitable for sensitive skin. Furthermore, the compatibility of solid formats with refillable and plastic-free packaging supports the structural industry shift toward sustainable consumption.

A notable obstacle to market growth is the limited sillage or projection of solid formulations compared to liquid aerosols, which may deter consumers seeking potent scent trails. Despite this limitation, the format is thriving within a robust industry environment. According to Cosmetics Europe, the fragrance and perfume category saw retail sales growth of 8.9% in 2024, signaling a strong economic climate that facilitates the diversification and adoption of niche fragrance options.

## **Market Driver**

The increasing demand for portable, travel-friendly fragrances serves as a primary market catalyst. Unlike liquid aerosols, solid perfumes are spill-proof and adhere to aviation security liquid regulations, offering a convenient solution for modern travelers. This format eliminates leakage risks and decanting needs, directly addressing logistical concerns. The recovery of global tourism further strengthens this trend; the International Air Transport Association reported in January 2025 that total global passenger demand rose by 10.4% in 2024 compared to the previous year, indicating a return to travel that enhances the appeal of portable scents.

Simultaneously, the shift toward sustainable packaging favors solid perfumes, which often employ plastic-free, refillable vessels and lack the alcohol solvents or heavy glass of liquid counterparts. This alignment with eco-conscious consumer values is validated by the performance of major industry players. LVMH's January 2025 report noted a 4% organic revenue growth in its Perfumes & Cosmetics division, driven by eco-designed flagship lines. Furthermore, Interparfums, Inc. reported a record 10% increase in annual net sales for 2024, reflecting a strong investment climate for diversified fragrance innovations.

## **Market Challenge**

The restricted projection, or sillage, of anhydrous formulations represents a significant barrier to the Global Solid Perfume Market's broader expansion. While liquid aerosols use volatile alcohol to disperse scent rapidly, solid perfumes rely on wax or balm bases that keep the fragrance close to the skin. This characteristic limits appeal among consumers who value strong olfactory presence in social settings, confining the product's commercial viability to a niche demographic that prefers subtle, intimate application over the intensity of traditional sprays.

This performance disparity complicates the format's ability to disrupt a mainstream market accustomed to high-intensity liquid products. The dominance of traditional formats is highlighted by the sector's economic scale; Cosmetics Europe reported that in 2024, the fragrance category comprised 16.5% of the total European cosmetics market, valued at ?17.1 billion. This substantial valuation illustrates the difficulty solid perfumes face in gaining market share from a consumer base deeply committed to the potent experience of established liquid perfumery.

## **Market Trends**

The integration of fragrance with skincare in hybrid beauty balms is transforming

product development within the market, establishing a new class of multi-functional cosmetics. Unlike drying alcohol-based sprays, solid perfumes frequently use anhydrous bases containing shea butter, jojoba oil, and vitamin E, functioning as moisturizing treatments that scent the skin. This "skinification" meets the demand for dermocosmetic products with health benefits, a trend supported by strong sector performance; L'Oreal's February 2025 report cited a 9.8% like-for-like sales growth in its Dermatological Beauty Division, confirming market appetite for skin-centric formulations.

Concurrently, the rise of functional and mood-enhancing aromatherapy formulations is broadening the market to include emotional regulation and wellness. The intimate, low-projection nature of solid perfumes makes them ideal for personal "self-scenting" rituals intended to manage stress or improve focus without affecting shared spaces. Brands are incorporating neuro-scientific ingredients and essential oils to appeal to psychological needs, driving significant momentum; Givaudan reported in January 2025 that Fine Fragrance sales grew by 18.4% on a like-for-like basis, reflecting increased consumer spending on sophisticated, purpose-driven scents.

### **Key Market Players**

Chanel S.A.

Coty, Inc.

The Estee Lauder Companies Inc.

Shiseido Company, Limited

Revlon, Inc.

L'Oreal S.A.

L Brands, Inc.

Inter Parfums, Inc.

ACCENTURE SAS

Liz Claiborne Inc.

## Report Scope

In this report, the Global Solid Perfume Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Solid Perfume Market, By Type

Organic Vs. Inorganic

Solid Perfume Market, By Fragrance

Single Fragrance Vs. Mixed Fragrance

Solid Perfume Market, By End User

Men

Women

Unisex

Solid Perfume Market, By Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Online

Others

Solid Perfume Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Solid Perfume Market.

### **Available Customizations:**

Global Solid Perfume Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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