

Australia Solid Perfume Market By Product Type (Organic Vs. Inorganic), By Fragrance (Single Fragrance Vs. Mixed Fragrance), By End-User (Men, Women, and Unisex), By Distribution Channel (Supermarkets/Hypermarkets, Fashion Stores, Specialty Stores, Online, and Others (Direct Sales, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F

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Abstracts

The Australia solid perfume market size is anticipated to grow at an impressive CAGR during the forecast period owing to the factors such as the expanding e-commerce fashion market and increasing internet penetration. In Australia, there were 23.60 million internet users in January 2022. At the beginning of 2022, 91% of all Australians had access to the Internet.

Solid fragrances are cream perfumes that have a solid consistency. Typically, the element that gives the cream its foundation is a type of wax that has been initially melted. One can add one or more odors once the item has melted. When applying solid perfume to the skin, a cotton swab or finger should be used. Sometimes a solid perfume's deeper notes take longer to become apparent than those of a spray smell.

Solid perfumes are created from natural ingredients and have a long shelf life since the absence of a spray dispenser prevents unwanted aroma dispersals in the surroundings while allowing the product to be concentrated solely in a few exact locations of the body. Moreover, as it doesn't include alcohol, it won't cause skin irritation. All skin types, even the most fragile, can use products that are composed entirely of natural substances.

One of the tricks recommended by experts to extend the life of a solid fragrance is to hydrate the skin before application and avoid letting it dry entirely; this will nourish the skin in addition to adding fragrance.

Other benefits are that it does not stain clothing and can tolerate temperatures of up to 55 degrees Celsius before melting, making it practical to carry any place without modification. These scents are small and very pleasant to carry, making it ideal to always have them in the luggage. In contrast to traditional perfumes, just one application lasts several hours without leaving bothersome trails. The solid perfume is especially ideal for air travel because one can bring it in hand luggage without exceeding the limit of 100ml for liquids.

Environmental Concerns Fuel the Market Growth

Solid perfumes reduce packaging and make it easier to recycle containers. It's no coincidence that people refer to these goods as 'zero waste' as they lessen the environmental effect by conserving up to 70% of water, one of the world's most valuable resources. Cosmetics are simpler to store and more concentrated without the formulae. The main effect is minimal product waste, which is completely consistent with the recent trend toward formulating waterless cosmetic products. By decreasing waste and fostering a circular economy, The BETTER Brand promised to address the climate crisis. 90% of The Better Brand is currently made on Australian soil. Due to Australia's lack of producing some minor puzzle components, the remaining 10% is outsourced. HDPE (High-Density Polyethylene) that has been recycled at 100% makes companies bottles. The plastic lids can be recycled into additional bottles and bags for use in the future because they are composed of 100% recyclable HDPE plastic, which can be deposited in roadside recycling bins.

Easily Fits in Carrying Bags & Pockets, Which Fuels the Market Growth

Solid scents do not have the potential to leak or spill due to a crack in the perfume bottle. Solid perfume is advantageous and practical for people who do not want to be concerned about their perfume leaking while traveling. The aromatic wax mixture is then applied to the skin's surface after massaging the skin in a circular motion. Solid perfumes are easy to carry around and store in handbags and zipper pouches. They can also fit in pockets and be carried around. Solid perfumes cannot leak out of the metal perfume bottle, resulting in a longer-lasting fragrance. Solid fragrances are inconspicuous, small, and suitable for everyday use. For instance, Solid State company offers solid perfumes which are travel friendly. These solid perfumes are handy such as

Icon, Hash, Absolute, Supreme, Aviator, and Wayfarer. Therefore, the ease of carrying solid perfumes is driving the market in the United States.

New Product Launches Fuel the Market Growth

Companies are launching new products to attract customers, which will increase the demand and growth of the solid perfume market in Australia. For instance, in 2022, solid perfumes were introduced by Australian fragrance company The BETTER Brand. Better have abandoned the conventional fragrance formula that classifies some scents as being for men and others as being for women. They contend that consumers should be allowed to make their own decisions and that these kinds of restrictions should be eliminated. Customers can choose from the company's three gender-neutral scent collections, Ocean Wild, Fresh Intent, and Smoky Notes. Therefore, new product launches are driving the market for solid perfume in Australia.

Market Segmentation

The Australia solid perfume market is segmented into product type, fragrance, end-user, distribution channel, region, and company. Based on product type, the market is segmented into organic and inorganic. Based on fragrance, the market is segmented into single fragrances and mixed fragrances. Based on end-user, the market is segmented into men, women, and unisex. Based on distribution channel, the market is segmented into supermarkets/hypermarkets, fashion stores, specialty stores, online, and others (direct sales, etc.). The market analysis also studies regional segmentation to devise regional market segmentation.

Market Players

Estee Lauder Pty Ltd, Etsy, Inc. (Artisan Bath and Body), Bush Secrets Australia, Melange Chic Pty Ltd., Aftelier Perfumes, CARTIER (AUSTRALIA) PTY LTD., Hutwoods Holdings Pty Ltd, Lush Australasia Retail Pty Limited, The Solid State Pty Ltd, and Odesse Pty Ltd are the major market players in Australia solid perfume market.

Report Scope:

In this report, the Australia solid perfume market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Australia Solid Perfume Market, By Product Type:

Organic

Inorganic

Australia Solid Perfume Market, By Fragrance:

Single Fragrance

Mixed Fragrance

Australia Solid Perfume Market, By End-User:

Men

Women

Unisex

Australia Solid Perfume Market, By Distribution Channel:

Supermarkets/Hypermarkets

Fashion Stores

Specialty Stores

Online

Others

Australia Solid Perfume Market, By Region:

New South Wales

Victoria

Queensland

Western Australia

South Australia

Tasmania

Northern Territory

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Australia solid perfume market.

Available Customizations:

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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