

# **India Perfumes & Deodorants Market By Product Type (Deodorants, Perfumes), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

India Perfumes & Deodorants Market was valued at USD 1540.32 Million in 2024 and is expected to reach USD 2965.62 Million by 2030 with a CAGR of 11.54% during the forecast period. India's perfumes and deodorants market is experiencing significant growth, driven by rising disposable incomes, increasing urbanization, and a growing youth population. Consumers are shifting towards premium fragrances, influenced by international trends and celebrity endorsements. The expansion of e-commerce and organized retail has further boosted accessibility, while demand for natural and long-lasting scents is shaping product innovation. Brands are introducing gender-neutral and customized fragrances to cater to evolving preferences.

### **Key Market Drivers**

#### **Rising Disposable Income and Urbanization**

India's growing middle class and increasing disposable incomes have significantly boosted the demand for perfumes and deodorants. As more consumers move towards aspirational lifestyles, they are willing to spend on premium personal care products, including high-end fragrances. Urbanization has also played a crucial role, with city dwellers being more exposed to global trends, leading to a preference for international brands and luxury scents. India's urban population is expected to reach over 600 million by 2031, making up about 40% of the total population. The expansion of modern retail formats, such as shopping malls and specialty stores, has made a variety of fragrances

easily accessible. Additionally, the rising number of working professionals has increased demand for deodorants and perfumes as essentials for personal grooming. Metropolitan cities such as Mumbai, Delhi, and Bangalore contribute significantly to market growth due to their higher purchasing power and brand-conscious consumers.

## Key Market Challenges

### Regulatory and Supply Chain Challenges

The Indian market faces regulatory hurdles related to the import, manufacturing, and labeling of perfumes and deodorants. Compliance with Bureau of Indian Standards (BIS) regulations and restrictions on certain ingredients add complexities for manufacturers. Import duties on premium fragrances make international brands more expensive, limiting their reach among price-sensitive consumers. Moreover, the fragmented nature of India's supply chain poses logistical challenges, especially for online retailers and premium fragrance brands that require specialized storage and handling. Distribution inefficiencies, counterfeiting issues, and transportation costs further add to operational difficulties, affecting overall market growth and product availability.

## Key Market Trends

### Expansion of E-Commerce and Subscription-Based Fragrance Services

The rapid growth of e-commerce has significantly transformed the way consumers purchase perfumes and deodorants in India, making premium and international brands more accessible beyond traditional retail outlets. Online platforms such as Amazon, Flipkart, Nykaa, and Myntra have become key distribution channels, offering discounts, exclusive launches, and trial-size products that encourage first-time buyers. The convenience of doorstep delivery, coupled with detailed product descriptions and customer reviews, has boosted online fragrance sales. Additionally, subscription-based fragrance services are gaining popularity, allowing consumers to explore different scents without committing to full-sized bottles. Companies offering monthly fragrance subscriptions, such as ScentGod and The Fragrance Co., provide curated selections based on individual preferences, helping consumers discover new and niche fragrances at a lower cost. This model is particularly appealing to young and experimental consumers who enjoy variety and personalization. With AI-driven recommendations, virtual consultations, and seamless return policies, e-commerce is expected to further drive fragrance consumption, making premium and international brands more

accessible across India's diverse consumer base.

### Key Market Players

Vini Cosmetics Private Limited

ITC Limited

Nivea India Private Limited

Hindustan Unilever Limited

Emami Limited

J.K Helene Curtis Limited

McNroe Consumer Products Private Limited

Godrej Consumer Products Limited

Marico Limited

Wipro Consumer Care & Lighting

### Report Scope:

In this report, the India Perfumes & Deodorants Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Perfumes & Deodorants Market, By Product Type:

Deodorants

Perfumes

India Perfumes & Deodorants Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

India Perfumes & Deodorants Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Perfumes & Deodorants Market.

Available Customizations:

India Perfumes & Deodorants 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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