

India Perfumes & Deodorants Market By Type (Deodorants & Perfumes), By Price Segment (Mass & Premium), By Sales Channel (Traditional & Departmental Stores, Supermarket/Hypermarket, Specialty Stores, Chemist/Pharmacies and Online), Competition, Forecast & Opportunities, 2015 - 2025

<https://marketpublishers.com/r/IBB3EBB38AEEN.html>

Date: December 2019

Pages: 75

Price: US\$ 4,400.00 (Single User License)

ID: IBB3EBB38AEEN

Abstracts

India perfumes and deodorants market stood at over \$ 970 million in 2019 and is projected to grow at a CAGR of over 13%, to surpass \$ 2 billion by 2025 on the back of rapid urbanization and emergence of online retail channel. Moreover, perfumes and deodorants manufacturers are offering a wide variety of innovative products such as pocket perfumes, herbal perfumes, etc., which is further stimulating market demand across India.

Additionally, manufacturers are focusing on innovative branding and marketing of products, which is further anticipated to aid the growth of India perfumes and deodorants market in the coming years.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021-2025

Objective of the Study:

To analyze and forecast India perfumes and deodorants market size.

To classify and forecast India perfumes and deodorants market based on type, price segment, sales channel, regional distribution and company.

To identify drivers and challenges for India perfumes and deodorants market.

To examine competitive developments such as expansions, mergers & acquisitions, etc., in India perfumes and deodorants market

Some of the leading players in India perfumes and deodorants market are 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, Wipro Consumer Care & Lighting and Marico Limited.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of perfume and deodorant manufacturers and distributors across the country. Subsequently, TechSci Research conducted primary research surveys with the identified stakeholders. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, regional presence of all major perfume and deodorant players operating in the country.

TechSci Research calculated the market size for India perfumes and deodorants market using a bottom-up approach, wherein perfume and deodorant manufacturers' value share data for type was recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective perfume and deodorant manufacturer to arrive at the overall market size. Various secondary sources, directories, databases such as Company Annual Reports, World Bank, Ministry of Corporate Affairs, Industry Magazines, Industry Reports, News Dailies, Credible Paid

Databases, Proprietary Database, etc., were also studied by TechSci Research.

Key Target Audience:

Perfumes and deodorants manufacturers, distributors and other stakeholders

Organizations, forums and alliances related to perfumes and deodorants market

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as such as perfumes and deodorants distributors, manufacturers, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

REPORT SCOPE:

In this report, India perfumes and deodorants market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, by Type:

Perfumes

Deodorants

Market, by Price Segment:

Premium

Mass

Market, by Sales Channel:

Traditional & Departmental Stores

Supermarket/Hypermarket

Specialty Stores

Chemist/Pharmacies

Online

Market, by Region:

North

West

South

East

COMPETITIVE LANDSCAPE

Company Profiles: Detailed analysis of the major companies present in India perfumes and deodorants 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).

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

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COMPANIES MENTIONED

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- 2.Nivea India Private Limited
- 3.ITC Limited
- 4.Hindustan Unilever Limited
- 5.Emami Limited
- 6.J.K Helene Curtis Limited
- 7.McNroe Consumer Products Private Limited
- 8.Godrej Consumer Products Limited
- 9.Marico Limited
- 10.Wipro Consumer Care & Lighting

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