

United States 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, Apparel & Beauty Stores, Specialty Stores, Online, and Others (Direct Sales, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F

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Abstracts

United States solid perfume market is anticipated to grow at an impressive CAGR during the forecast period, owing to the factors like expanding e-commerce apparel & beauty market and increasing internet penetration. In January 2022, there were 307.2 million Internet users in the United States. The rising working population also drove the solid perfume market in the United States. According to the American Community Survey, the percentage of persons who work primarily from home tripled between 2019 and 2021, rising from 5.7% (approximately 9 million people) to 17.9% (27.6 million people).

Solid perfumes are cream perfumes that do not contain alcohol. After thawing, one can add one or more smells. A cotton swab or a finger should be used when applying solid perfume to the skin. The richer notes of a solid perfume can occasionally take longer to emerge than those of a spray scent.

Solid perfume is a scent that is solidified and has a consistency similar to balm rather than being in a liquid state. Melted wax and concentrated perfume oil are combined to create solid perfume. Solid fragrances are scents that don't consist of liquid alcohol

(ethanol) and water mixture. A body butter made entirely of natural ingredients is blended with solid perfume, which is non-alcohol. Solid fragrances have a calming, vibrant, and pleasant aroma. It has a mild fragrance that is suitable for everyday use. Solid perfume is excellent for sensitive skin because it doesn't contain parabens or sulfates and comes in compact travel packing.

Many solid perfumes perform well on dry skin since they are manufactured with various butter, oils, and waxes. Spray perfumes often vanish from particularly “dry skin” skin types because oil binds the aroma in the case of “oily skin” skin type.

The insides of elbows, behind the ears, the wrists, and the area next to the heart are good places to apply solid perfumes. It is recommended to use a small amount with the fingers and gently massage it into the affected area because they melt into the skin where it is warmer.

Solid perfumes often remain longer on the skin than colognes and mists, though the durability of any perfume depends on the formulation and hormonal balance. They stick to the skin and give off a detectable natural skin scent to the people close to them.

Easily Fits in Carrying Bags & Pockets

Solid fragrances tend to eliminate the possibility of spilling or leaking. Solid perfume is beneficial and convenient for those who do not want to worry about perfume leakage while traveling. After massaging the skin in a circular motion, the fragrant wax composition is applied to the skin's surface. Solid perfumes are portable and straightforward to store in zipper pouches and handbags. In addition, they can be carried around in pockets. Because the perfume bottle is made of metal, solid perfumes cannot leak out, and the aroma lasts longer. Solid perfume may endure for 14 months and has a more intense aroma because of its packaging. Solid perfumes are discrete, compact, and acceptable for general wear. For instance, in 2021, Le Labo, a fragrance company owned by Est?e Lauder Companies, introduced its first assortment of travel-sized solid perfumes. Seven solid scents from the collection are offered in handy 30 ml bottles, such as Another 13, Baie 19, Bergamot 22, Lys 41, Rose 31, Santal 33, and Noir 29. Therefore, the ease of carrying solid perfumes is driving the market in the United States.

Growing Partnerships Among Companies Fuels the Market Growth

Companies are making partnerships and collaborations to satisfy consumers' needs,

which drives the market for solid perfumes in the United States. For instance, in 2021, US-based beauty supplier, WWP Beauty, set its sights on disrupting the fragrance market with a 'future-focused' product range. Three WWP delivery systems built for convenience and on-the-go beauty are home to the Essence Range of solid stick perfumes, developed in collaboration with Scentinvent Technologies. A double-ended stick and two roll-on items with specially designed technology that makes it simple to apply the product to the neck, are included in the package options. The nourishing and calming elements are mixed into the clear liquid, which melts onto the skin.

Market Segmentation

The United States 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 fragrance and mixed fragrance. Based on end-user, the market is segmented into men, women, and unisex. Based on distribution channel, the market is segmented into supermarkets/hypermarkets, Apparel & Beauty stores, specialty stores, online, and others (direct sales, etc.). The market analysis also studies regional segmentation to devise regional market segmentation.

Market Players

Diptyque Distribution LLC, Le Labo Holding LLC, Jean Niel Inc., Fury Bros LLC, Lush Fresh Handmade Cosmetics, GoDaddy, LLC. (Elizabeth and James), SureSource LLC (Juicy Couture), Reuzel, Inc., Duke Cannon Supply Company LLC, and Jo Malone London Inc. are the major market players in United States solid perfume market.

Report Scope:

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

United States Solid Perfume Market, By Product Type:

Organic

Inorganic

United States Solid Perfume Market, By Fragrance:

Single Fragrance

Mixed Fragrance

United States Solid Perfume Market, By End-User:

Men

Women

Unisex

United States Solid Perfume Market, By Distribution Channel:

Supermarkets/Hypermarkets

Apparel & Beauty Stores

Specialty Stores

Online

Others

United States Solid Perfume Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States 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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