

India Perfume Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Perfume is a liquid extract with a nice aroma prepared using essences taken from flowers and spices, mixed with alcohol and water. It is applied for imparting a nice smell and an exclusive aroma to the body or to things, or to living places. Perfumes are divided according to their concentration and persistence: Eau de Parfum, Eau de Toilette, and Eau de Cologne, with different strengths and the amount of time the fragrance remains noticeable.

The India Perfume market is set to show a growth rate of about 6.60% during the forecast period (2025-2033F). The Indian perfume industry is growing largely due to increasing disposable incomes, an increased awareness of personal grooming, and a rising urban population. Moreover, the surge in demand is further enhanced by the effect of social media, aspirational lifestyles, and the resultant birth of affordable luxury perfumes. The perfume market in focus experiences a significant market growth due to the shift from deodorants to long-lasting perfumes, market expansion to tier 2 and 3 cities, and increased male grooming habits.

Based on the type, the market is segmented into premium, mass. Among these, the premium perfume market held the dominant share of the market in 2024. The premium perfume segment in India is powering growth because more aspirational consumers are demanding high-quality, long-lasting fragrances that demonstrate status and sophistication. Elevated disposable incomes and exposure to the global trend are causing urban buyers to be ready to spend more for branded and niche fragrances. Such a revolution convinces companies to increase their luxury base and improve brand perception. For instance, in September 2024, SKINN, a renowned Indian fragrance brand by Titan, announced the launch of its new affordable fragrance line, SKINN 24Seven

range. This strategic move marks a significant expansion for SKINN, aiming to cater to the growing demand for premium fragrances at accessible price points. This everyday fragrance collection aims to make fine fragrances an integral part of daily grooming rituals, establishing a new category in the Indian fragrance market.

Based on the end user, the market is segmented into female, male, and unisex. Among these, the female perfume market held the dominant share of the market in 2024. The female market builds the expansion of the market because more women are integrating perfumes into their daily grooming habits, not in personal expression and self-care trends. Greater workforce involvement and brand-conscious purchases make the demand much bigger. Companies are striking a woman-centric product line, floral notes, and influencer-based marketing.

Based on the distribution channel, the market is segmented into offline, online. Among these, the online segment is expected to grow with a significant CAGR during the forecast period (2025-2033). The increased demand for retail over the internet is one of the leverage points for the development, and they provide the customers with easy access to many perfume collections at all prices. E-commerce platforms and D2C channels allow for deep product discoveries, trial packs, and reviews, which can determine customer purchase behaviors.

For a better understanding of the market adoption of the India Perfume market, it is analyzed based on its state-wise presence in India, such as North India, East India, West India, and South India. South India is expected to grow with a significant CAGR during the forecast period due to the growth of the market, because of a surge in personal grooming awareness, and a mix of traditional and modern fragrance demands. The demand for attars and contemporary perfumes has been increasing in states such as Tamil Nadu, Karnataka, and Kerala. The cultural significance of scents for religion, as well as daily practices, ensures constant use. Moreover, companies are customizing their product catalogues by localized fragrances and regional marketing to fit into consumer moods. Therefore, digital sales and mall presence are making perfume brand accessibility even better in the South India region.

Some major players running in the market include VINI International, SKINN (Titan Company Limited), Bella Vita Organic (IDAM Natural Wellness Pvt. Ltd.), ENGAGE (ITC Limited), Vanesa Care Pvt. Ltd., The Man Company (Emami Group), REN?E Cosmetics Private Limited, Ajmal Perfumes India, Bombay

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