

## **Global Floral Perfume Market Report and Forecast 2024-2032**

Market Report | 2024-06-17 | 164 pages | EMR Inc.

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### **Report description:**

Global Floral Perfume Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the global floral perfume market size reached a value of USD 9.58 billion in 2023. Aided by the rising emphasis on physical appearance and self-care, the market is projected to further grow at a CAGR of 5.6% between 2024 and 2032 to reach a value of USD 14.98 billion by 2032.

Floral perfumes, characterised by their aromatic compositions derived from flowers like roses, jasmine, lilies, and peonies, are widely used in personal care products, cosmetics, and luxury goods. The captivating and enduring scent of floral perfumes makes them a popular choice among consumers, contributing to their significant market share. Moreover, the trend of personalised and exclusive fragrances has further bolstered the demand for floral perfumes.

The increasing consumer preference for premium and niche fragrances is driving the global floral perfume market growth. With rising disposable incomes and evolving lifestyle preferences, there is a growing inclination towards high-quality, luxurious perfumes. Floral perfumes, with their natural and appealing scents, have gained considerable popularity, especially among young consumers and fashion-conscious individuals.

The expanding applications of floral perfumes in various industries also play a significant role in propelling the market. In the cosmetics industry, floral scents are extensively used in the formulation of skincare, haircare, and makeup products. The pleasant fragrance of floral perfumes enhances the overall appeal of cosmetic products, driving their demand. Additionally, the use of floral scents in household products, such as air fresheners and cleaning agents, has further contributed to the floral perfume market share.

The growing demand for natural and organic products has led to an increased focus on floral perfumes derived from natural ingredients. Consumers are increasingly seeking perfumes free from synthetic chemicals and harmful additives, driving the demand for natural floral perfumes. This trend is particularly prominent in developed regions, where there is a high level of awareness regarding the benefits of natural products.

As per the global floral perfume market analysis, the growing consumer inclination towards premium and luxury perfumes is a significant driver of the market. The increasing disposable incomes and changing lifestyle preferences have led to a heightened demand for high-quality, exclusive fragrances. Floral perfumes, with their natural and appealing scents, are particularly popular

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among consumers, driving market growth. The extensive use of floral perfumes in the cosmetics and personal care industries is contributing to market growth. Floral scents are widely used in skincare, haircare, and makeup products, enhancing their overall appeal. The pleasant fragrance of floral perfumes drives the demand for cosmetic products, further boosting the market. The rising consumer awareness regarding the benefits of natural and organic products is driving the demand for floral perfumes derived from natural ingredients while playing an important role in the floral perfume market development. Consumers are increasingly seeking perfumes free from synthetic chemicals and harmful additives, propelling the market for natural floral perfumes. The trend of personalized and exclusive fragrances is gaining traction, contributing to the market growth. Consumers are seeking unique and customized perfumes that reflect their individual preferences and personalities. Floral perfumes, with their diverse range of scents, cater to this demand, driving market expansion.

Technological advancements in the extraction and formulation processes of floral perfumes present growth opportunities for market players. The development of innovative and efficient extraction techniques can enhance the quality and sustainability of floral perfumes, driving market expansion. The increasing disposable incomes and changing consumer preferences in emerging markets present significant growth opportunities for the floral perfume market. Market players can tap into these regions by introducing high-quality, affordable floral perfumes tailored to local preferences.

#### Market Segmentation

The market can be divided based on type, source, end use, distribution channel and region.

##### Market Breakup by Type

- Natural
- Artificial

##### Market Breakup by Source

- Roses
- Jasmine
- Lotus
- Daisies
- Orange Blossoms
- Others

##### Market Breakup by End Use

- Men
- Women

##### Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Speciality Stores
- Online
- Others

##### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global floral perfume market. Some of the major players explored in the report by Expert Market Research are as follows:

- Christian Dior SE
- Guccio Gucci S.p.A

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- []Chanel S.A.
- []Floral Street Fragrances Limited
- []Guess, Inc.
- []YVES SAINT LAURENT
- []PUIG FRANCE S.A.S
- []Jo Malone Limited
- []Diptyque SAS
- []Tapestry, Inc.
- []Others

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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