

## **Fragrances Global Industry Guide 2020-2029**

Industry Report | 2025-08-21 | 331 pages | MarketLine

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### **Report description:**

Fragrances Global Industry Guide 2020-2029

#### Summary

Global Fragrances industry profile provides top-line qualitative and quantitative summary information including: market share, Market size (value and volume , and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the Market.

#### Key Highlights

- Fragrances market includes the retail sales of female fragrances, male fragrances, fragrances set, and unisex fragrances. Market is valued according to retail selling price (RSP) and includes any applicable taxes.
- By distribution channel, the market is segmented into health & beauty stores, direct sellers, department stores, independent stores, and others. The scope of others includes e-commerce, convenience stores, chemists/pharmacies, discounters, cash & carriers, parapharmacies & drugstores, supermarkets, warehouse clubs, chemists/pharmacies, hypermarkets and "dollar stores", variety stores & general merchandise retailers.
- All market data and forecasts are based on nominal prices, and all currency conversions used in the creation of this report have been calculated using yearly annual average exchange rates. The USD values may show a declining trend for a few countries such as Argentina, Turkey, Nigeria, Egypt, and Russia. This is primarily because of the impact of exchange rates considered.
- The global fragrances market recorded revenues of \$60,742.9 million in 2024, representing a compound annual growth rate (CAGR) of 2.5% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.2% between 2019-24, reaching a total of 1,498.8 million units in 2024.
- The moderate growth of the global fragrances market during 2019-24 can be attributed to the pandemic-related disruptions, including prolonged store closures, reduced social events, and a sharp decline in tourism that heavily impacted duty-free and

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travel-retail sales, key channels for premium perfumes.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global fragrances Market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global fragrances Market
- Leading company profiles reveal details of key fragrances Market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global fragrances Market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the global fragrances Market by value in 2024?
- What will be the size of the global fragrances Market in 2029?
- What factors are affecting the strength of competition in the global fragrances Market?
- How has the Market performed over the last five years?
- Who are the top competitors in the global fragrances Market?

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