

Fragrances in Asia-Pacific

Industry Report | 2025-08-07 | 44 pages | MarketLine

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Report description:

Fragrances in Asia-Pacific

Summary

Fragrances in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, 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.
- The Asia-Pacific fragrances market recorded revenues of \$7,017.7 million in 2024, representing a compound annual growth rate (CAGR) of 1.6% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 1.0% between 2019-24, reaching a total of 139.7 million units in 2024.
- The sluggish growth of the Asia-Pacific fragrances market during 2019-24 can be attributed to the disruption of retail channels, especially brick-and-mortar stores, perfumeries, and travel retail during the COVID-19 pandemic, which resulted in a sharp decline in fragrance sales.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the fragrances market in Asia-Pacific
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fragrances market in

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Asia-Pacific

- 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 Asia-Pacific fragrances market with five year forecasts

Reasons to Buy

- What was the size of the Asia-Pacific fragrances market by value in 2024?
- What will be the size of the Asia-Pacific fragrances market in 2029?
- What factors are affecting the strength of competition in the Asia-Pacific fragrances market?
- How has the market performed over the last five years?
- What are the main segments that make up Asia-Pacific's fragrances market?

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- 7.2. Who are the leading players in the Asia-Pacific fragrances market?
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