

Fragrances in Australia

Industry Report | 2025-08-07 | 45 pages | MarketLine

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Report description:

Fragrances in Australia

Summary

Fragrances in Australia 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 Australian fragrances market recorded revenues of \$886.9 million in 2024, representing a compound annual growth rate (CAGR) of 3.0% between 2019-24.
- Market consumption volume increased with a CAGR of 1.3% between 2019-24, reaching a total of 12.2 million units in 2024.
- The moderate growth of the Australian fragrances market during 2019-24 is primarily due to the COVID-19 lockdowns and store closures hitting brick-and-mortar and travel-retail channels (where premium perfumes earn a large share) and disrupting supply chains for key aroma materials, reducing volume growth and delaying new product launches.

Scope

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

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- 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 Australia fragrances market with five year forecasts

Reasons to Buy

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

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