

## **Fragrances in China**

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

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### **Report description:**

Fragrances in China

#### Summary

Fragrances in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Chinese fragrances market recorded revenues of \$2,076.3 million in 2024, representing a compound annual growth rate (CAGR) of 1.5% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 2.8% between 2019-24, reaching a total of 19.7 million units in 2024.
- The sluggish growth of the Chinese fragrances market during 2019-24 can be attributed to the pandemic-related store closures, reduced social gatherings, and a sharp drop in travel-retail sales, key channels for premium perfumes, alongside supply chain disruptions that delayed launches and limited product availability.

#### Scope

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

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- China
- 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 China fragrances market with five year forecasts by both value and volume

#### Reasons to Buy

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

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