

Fragrances in Italy

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

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Report description:

Fragrances in Italy

Summary

Fragrances in Italy 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 Italian fragrances market recorded revenues of \$2,005.1 million in 2024, representing a compound annual growth rate (CAGR) of 0.6% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 1.7% between 2019-24, reaching a total of 27.9 million units in 2024.
- The sluggish growth of the Italian fragrances market during 2019-24 can be attributed to the pandemic-related lockdowns, prolonged retail closures, and a steep decline in tourism, an important driver for Italy's premium and luxury perfume sales, especially in cities like Milan, Florence, and Rome.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the fragrances market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fragrances market in Italy
- Leading company profiles reveal details of key fragrances market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Italy fragrances market with five year forecasts

Reasons to Buy

- What was the size of the Italy fragrances market by value in 2024?
- What will be the size of the Italy fragrances market in 2029?
- What factors are affecting the strength of competition in the Italy fragrances market?
- How has the market performed over the last five years?
- How large is Italy's fragrances market in relation to its regional counterparts?

Table of Contents:

Table of Contents

1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

3 Market Data

- 3.1. Market value
- 3.2. Market volume

4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 Market Outlook

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 Competitive Landscape

- 7.1. Market share
- 7.2. Who are the leading players in the Italian fragrances market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?

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7.4. Which companies market shares have suffered over the same period (2019-24)?

7.5. What are the most popular brands in the Italian fragrances market?

8 Company Profiles

8.1. LVMH Moët Hennessy Louis Vuitton SE

8.2. Chanel Ltd

8.3. Puig

8.4. L'Oreal SA

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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