

## **Fragrances in Japan**

Industry Report | 2025-08-07 | 42 pages | MarketLine

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### **Report description:**

Fragrances in Japan

Summary

Fragrances in Japan 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 Japanese fragrances market recorded revenues of \$563.6 million in 2024, representing a negative compound annual growth rate (CAGR) of 4% between 2019-24.
- Market consumption volume increased with a CAGR of 1.4% between 2019-24, reaching a total of 10.7 million units in 2024.
- The contracted growth of the Japanese fragrances market during 2019-24 can be attributed to the pandemic-related restrictions, which led to prolonged store closures, a sharp fall in tourism, and reduced social gatherings, factors that heavily curtailed demand for fragrances in a culture where scent use is traditionally modest.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the fragrances market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fragrances market in Japan
- 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 Japan fragrances market with five year forecasts

#### Reasons to Buy

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

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