

Fragrances in the United States

Industry Report | 2025-08-07 | 46 pages | MarketLine

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Report description:

Fragrances in the United States

Summary

Fragrances in the United States 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 US fragrances market recorded revenues of \$13,931.4 million in 2024, representing a compound annual growth rate (CAGR) of 8.2% between 2019-24.
- Market consumption volume increased with a CAGR of 3.6% between 2019-24, reaching a total of 261.3 million units in 2024.
- The strong growth of the US fragrances market during 2019-24 can be attributed to the high consumer spending on premium and luxury perfumes, the rapid expansion of celebrity and influencer-endorsed launches, and the rising popularity of niche and artisanal brands offering unique scent profiles.

Scope

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

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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 United States fragrances market with five year forecasts by both value and volume

Reasons to Buy

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

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