

Global Fragrance Market: Analysis By Nature (Natural, and Synthetic); By Type (Premium, and Mass); By Application (Personal Care, Household Care, and Others); By Distribution Channel (Offline, and Online); By Region Size, and Trends with Impact of COVID-19 and Forecast up to 2027

October 2022



# Global Fragrance Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID 19

Dynamics

Competitive Landscape

Company Profiling

# Global Fragrance Market : Coverage

## Scope of the Report

Attributes	Details
Title	Global Fragrance Market: Analysis By Nature (Natural, and Synthetic); By Type (Premium, and Mass); By Application (Personal Care, Household Care, and Others); By Distribution Channel (Offline, and Online); By Region Size, and Trends with Impact of COVID-19 and Forecast up to 2027
Coverage	Global and Regional
Regional Coverage	Asia Pacific (China, India, and Rest of the Asia Pacific), North America (The US, Canada, and Mexico), Europe (France, UK, Germany, Spain, Italy and Rest of Europe), Latin America, and Middle East and Africa
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2027
Competition in the Market	Fragmented
Key Players	Estee Lauder Companies Inc., The Procter & Gamble Company, Henkel AG & Co. KGaA, Unilever PLC, Coty Inc., L'Oréal S.A., Firmenich International SA, Givaudan S.A., Avon Products, Inc., LVMH, Shiseido, Symrise AG, Chanel International B.V., and Giorgio Armani S.p.A.

# Global Fragrance Market : Coverage

## Executive Summary

Fragrances are strong-smelling organic compounds with distinct, pleasant odors. These are extensive combinations of natural and man-made components that are added to a wide range of consumer products to give them a distinctive aroma. The global fragrance market in 2021 was valued at US\$35.08 billion. The market would reach US\$57.60 billion by 2027, growing at a CAGR of 8.73%, during the forecast period of 2022-2027.

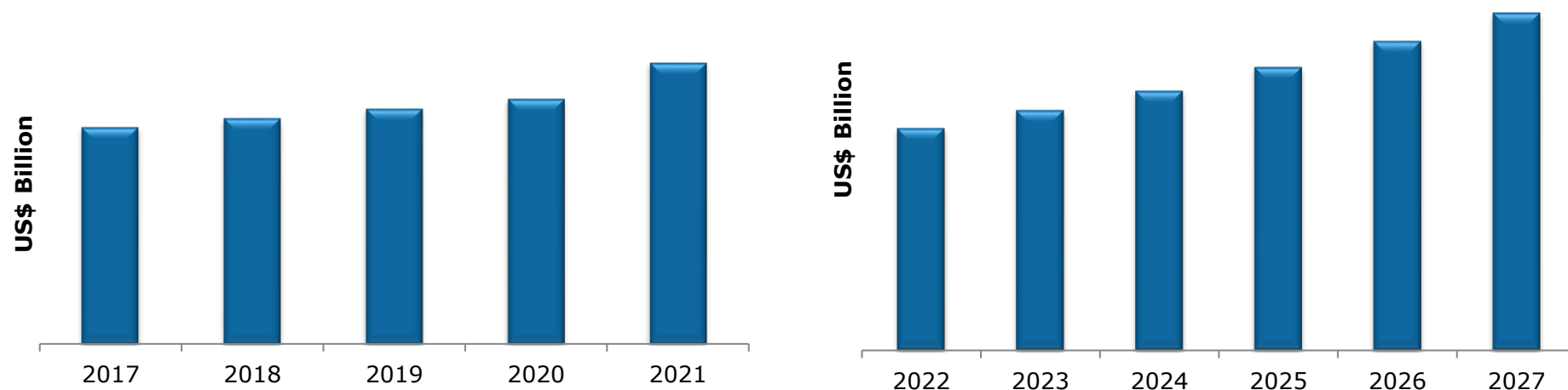
The global fragrance market can be segmented based on nature (Natural, and Synthetic); type (Premium, and Mass); application (Personal Care, Household Care, and Others); and distribution channel (Offline; and Online). Among the nature, synthetic fragrance lead the market with the maximum share of approx. 63% in 2021. Online stores are expected to be the highest growing distribution channel in the coming years as they save time for both the buyer and retailer. Asia Pacific is leading the global fragrance market by occupying more than 40% share.

In response to the emergence of COVID-19 in 2020, several industries had shut down production activities. Due to a labor and raw material shortage that hampered market growth, a variety of small and large enterprises encountered challenges in executing their manufacturing, thoroughly operating their business, sales issues, and issues with R&D operations. However, after the relaxation of the lockdown, the industry has responded positively to the crisis, with brands switching their manufacturing to produce hand sanitizers, eco-friendly fragrances, and offering free services for frontline response workers.

The global fragrance market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2022-2027), the market would further augment at an escalating growth rate. The global fragrance market growth is predicted to be supported by numerous growth drivers such as rapid urbanization, accelerating e-commerce channels, surging Gen Z and millennial population, growing awareness of skincare & cosmetic products, rising trend towards fitness and health, and increasing demand for hygiene products, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as increased availability of counterfeit products, high usage of chemicals, etc. Moreover, the market growth would succeed to various market trends like growing influence & impact of social media, product innovations by manufacturers, increasing popularity of aromatherapy, increasing preference for scented candles, surging demand for eco-friendly fragrance products, increasing preference for customized fragrance, etc.

# Fragrance Market : Global Analysis

## Global Fragrance Market by Value



CAGRs	
2017-2021	xx%
2022-2027	xx%

Global fragrance market was valued at US\$... billion in 2021 and is anticipated to reach up to US\$... billion by 2027 from US\$... billion in 2022, with a CAGR of xx%.

# Fragrance Market: Global Analysis

Global Fragrance Market by Nature; 2021



Nature	Share
Synthetic	xx%
Natural	xx%

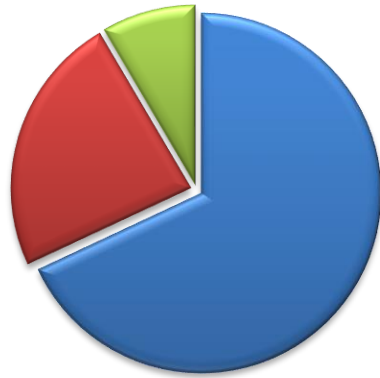
Global Fragrance Market by Type; 2021



Type	Share
Premium	xx%
Mass	xx%

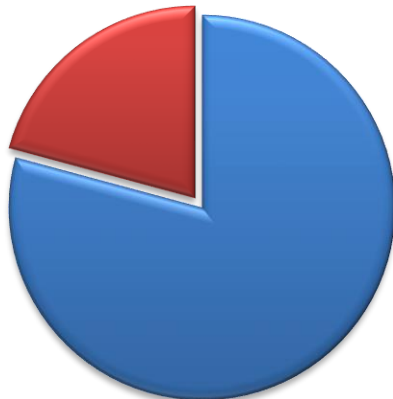
# Fragrance Market: Global Analysis

Global Fragrance Market by Application; 2021



Application	Share
Personal Care	xx%
Household Care	xx%
Others	xx%

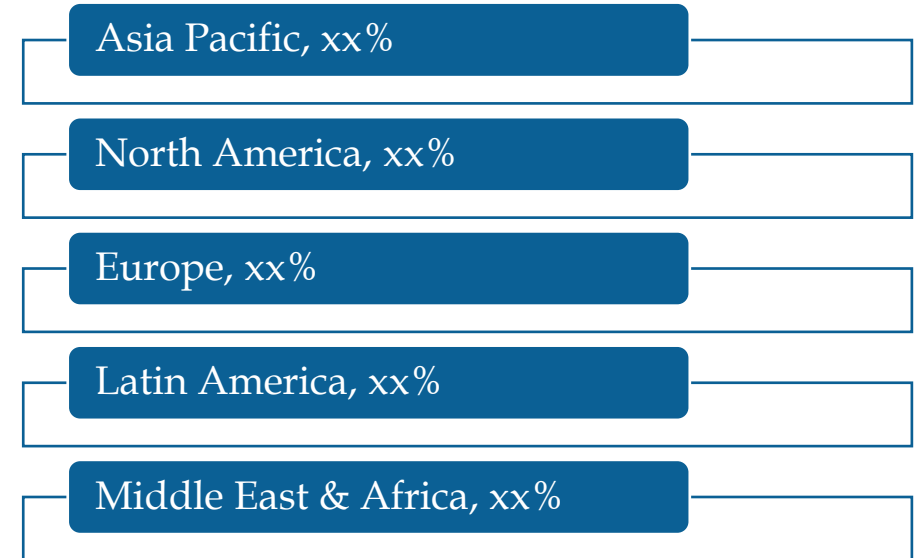
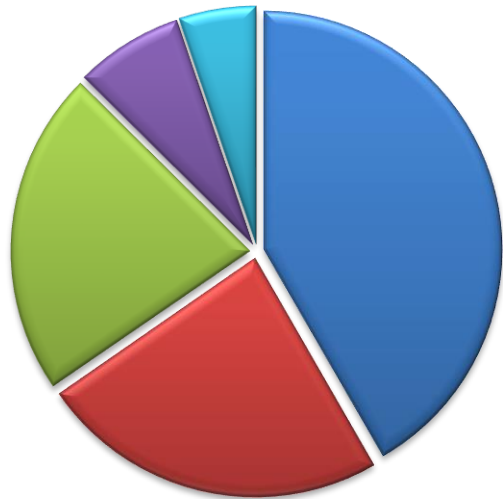
Global Fragrance Market by Distribution Channel; 2021



Type	Share
Offline	xx%
Online	xx%

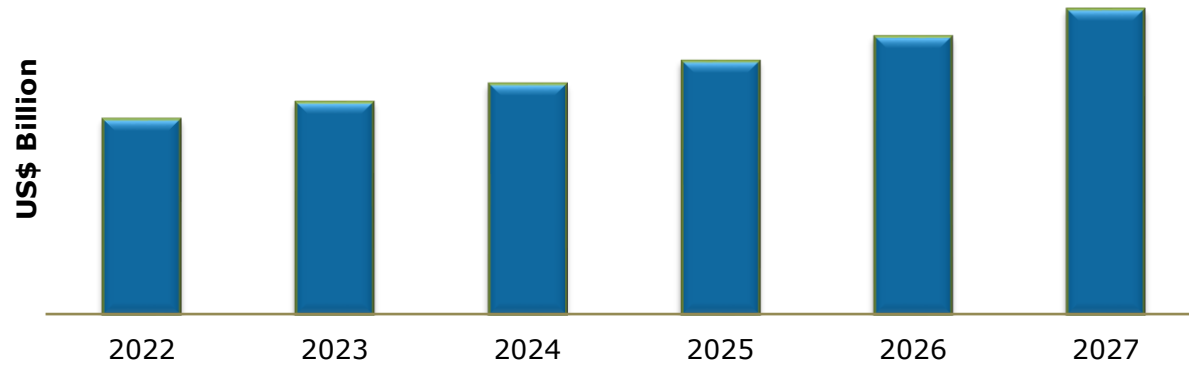
# Fragrance Market: Global Analysis

Global Fragrance Market by Region; 2021

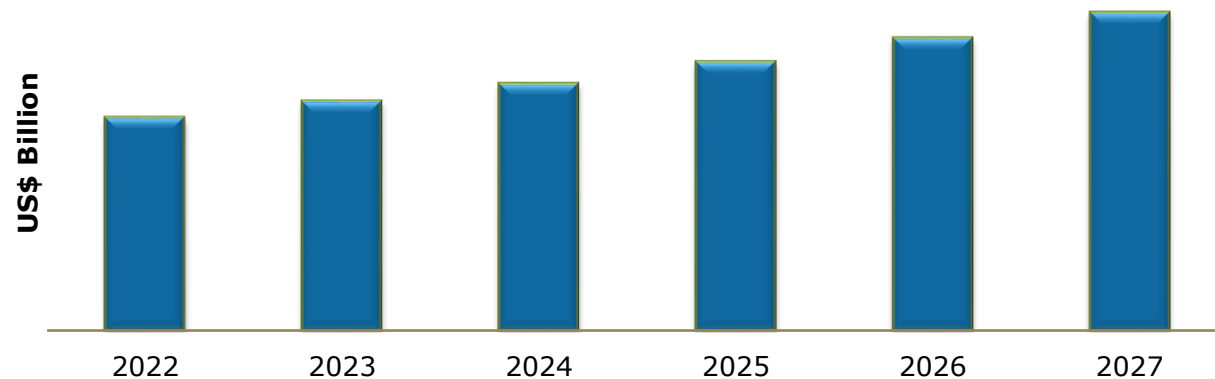


# Fragrance Market: Nature Analysis

## Global Natural Fragrance Market by Value



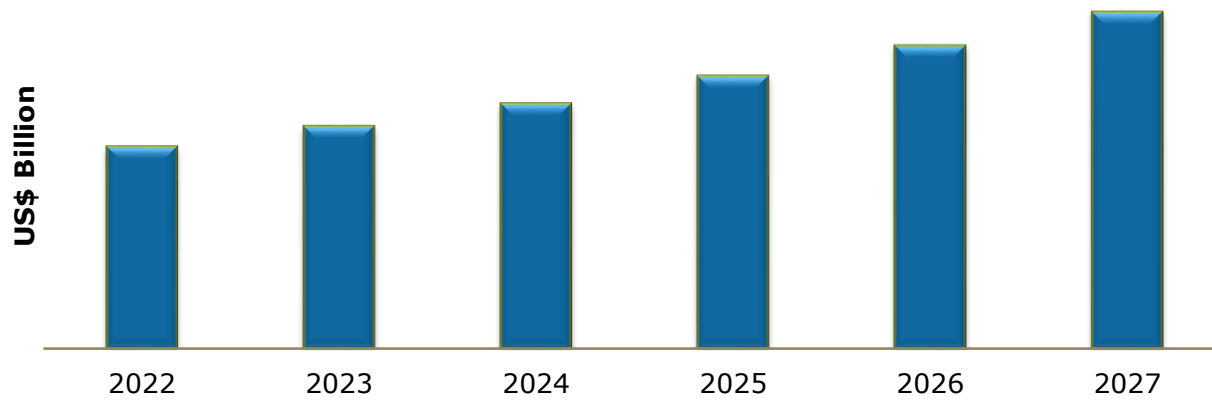
## Global Synthetic Fragrance Market by Value



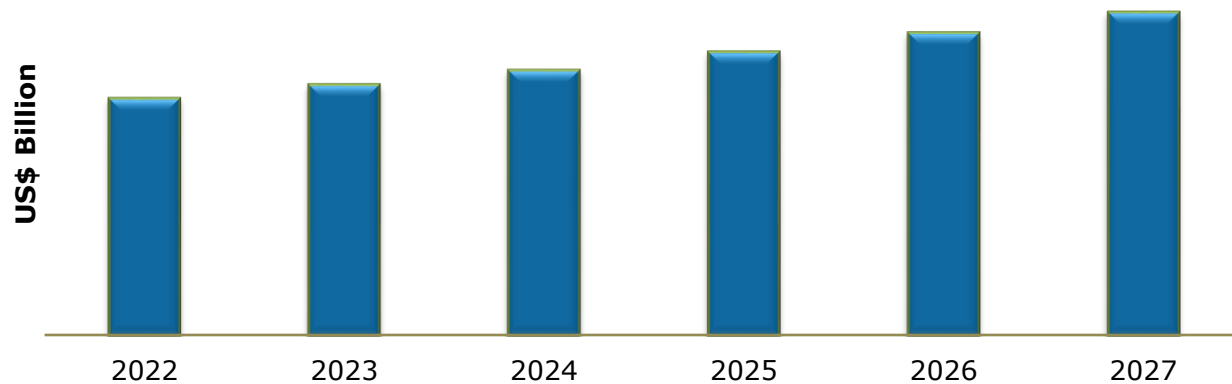
Type	CAGR (2022-2027)
Natural	xx%
Synthetic	xx%

# Fragrance Market: Type Analysis

## Global Premium Fragrance Market by Value



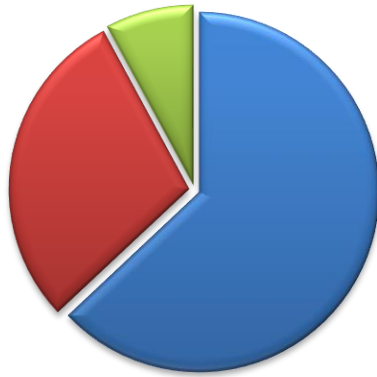
## Global Mass Fragrance Market by Value



Type	CAGR (2022-2027)
Premium	xx%
Mass	xx%

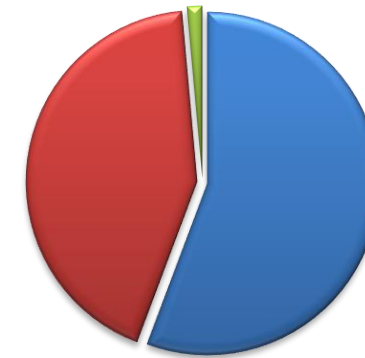
# Fragrance Market: Type Analysis

## Global Premium Fragrance Market by Gender; 2021



Gender	Share	CAGR (2022-2027)
Male	xx%	xx%
Female	xx%	xx%
Unisex	xx%	xx%

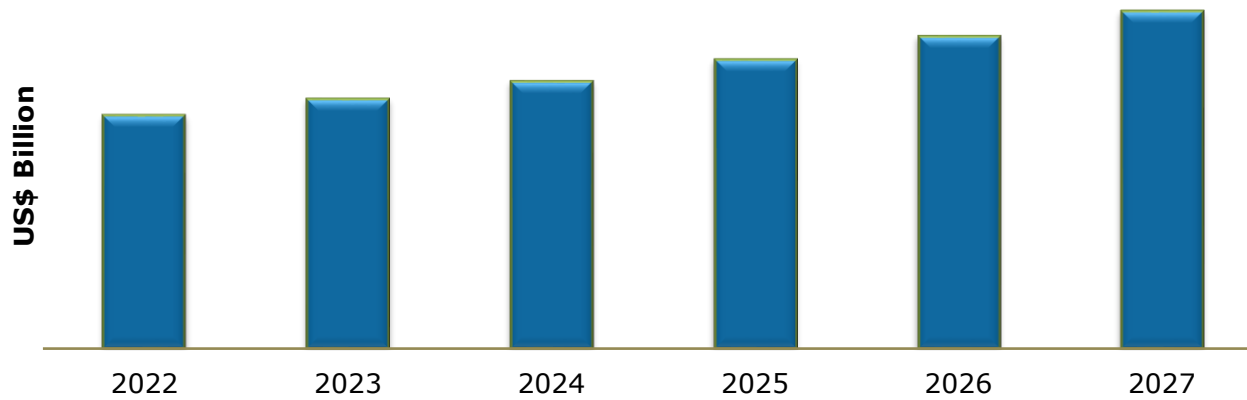
## Global Mass Fragrance Market by Gender; 2021



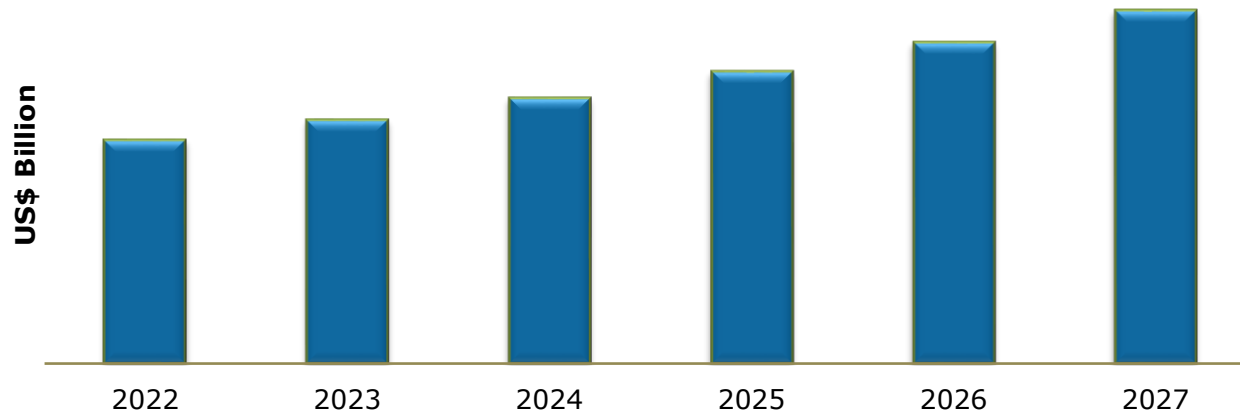
Gender	Share	CAGR (2022-2027)
Male	xx%	xx%
Female	xx%	xx%
Unisex	xx%	xx%

# Fragrance Market: Application Analysis

## Global Personal Care Fragrance Market by Value



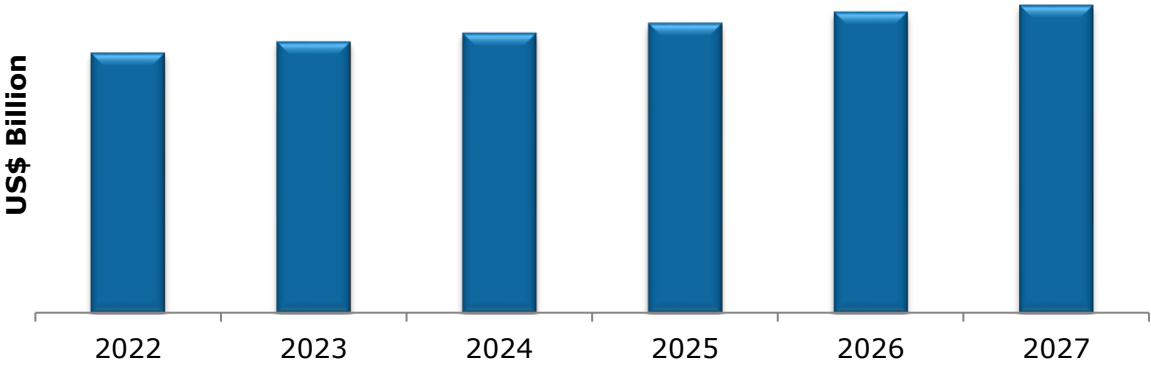
## Global Household Care Fragrance Market by Value



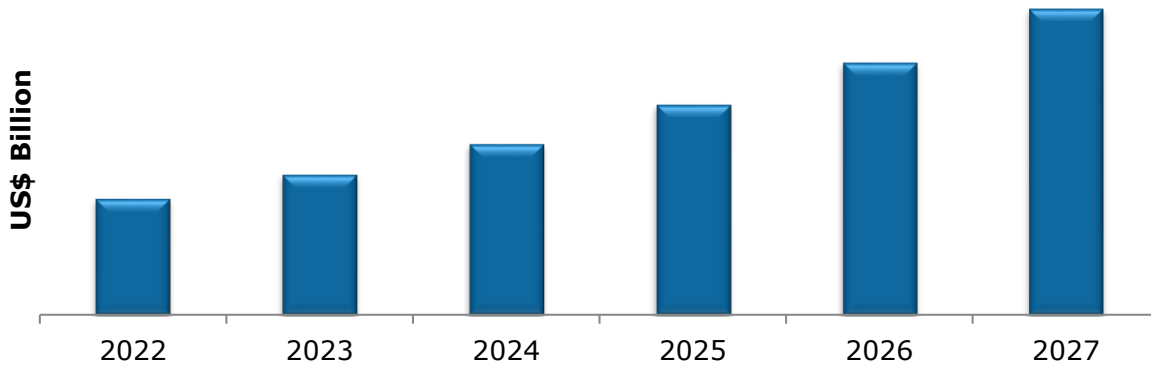
Type	CAGR (2022-2027)
Personal Care	xx%
Household Care	xx%
Other	xx%

# Fragrance Market: Distribution Channel Analysis

### Global Offline Fragrance Market by Value



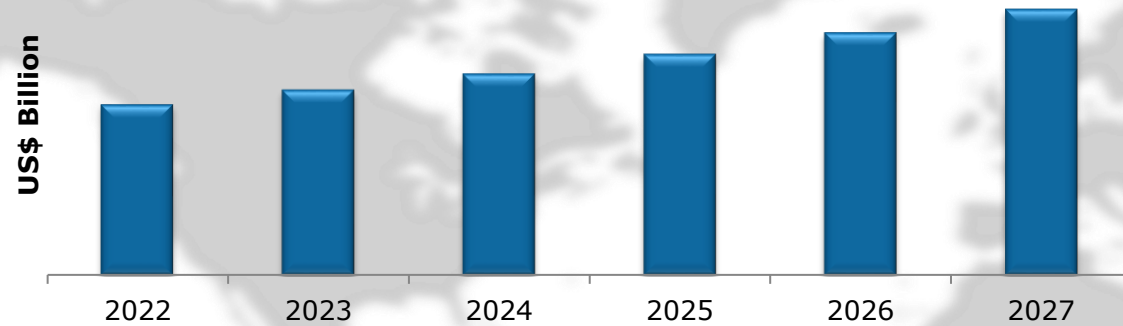
### Global Online Fragrance Market by Value



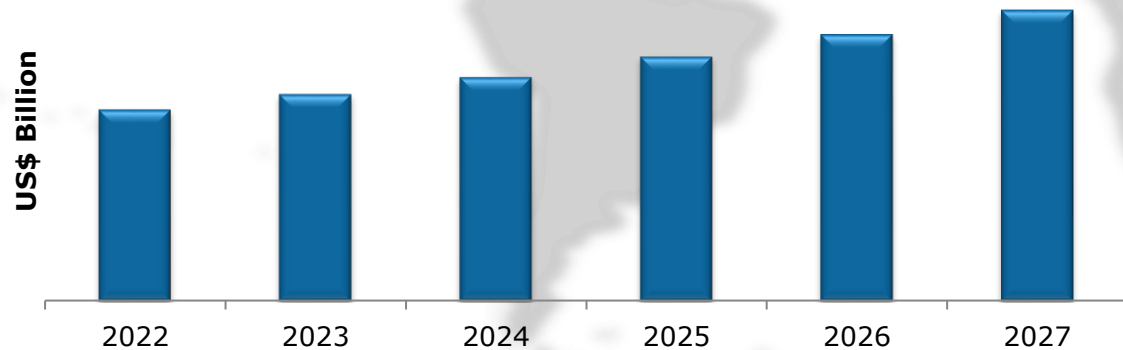
Distribution Channel	CAGR (2022-2027)
Offline	xx%
Online	xx%

# Fragrance Market: Regional Analysis

## Asia Pacific Fragrance Market by Value



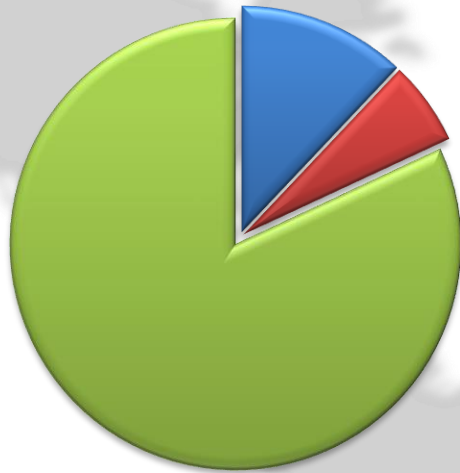
## North America Fragrance Market by Value



Region	CAGR (2022-2027)
Asia Pacific	xx%
North America	xx%
Europe	xx%
Latin America	xx%
Middle East & Africa	xx%

# Asia Pacific Fragrance Market: An Analysis

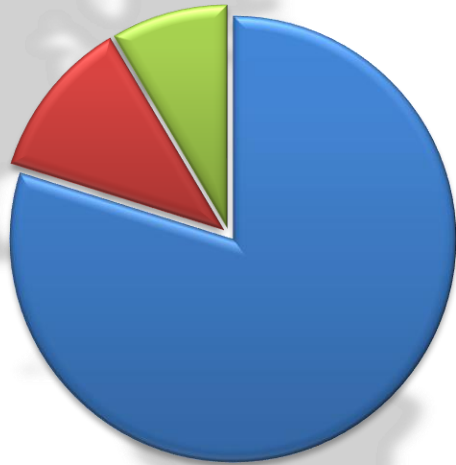
Asia Pacific Fragrance Market by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
China	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

# North America Fragrance Market: An Analysis

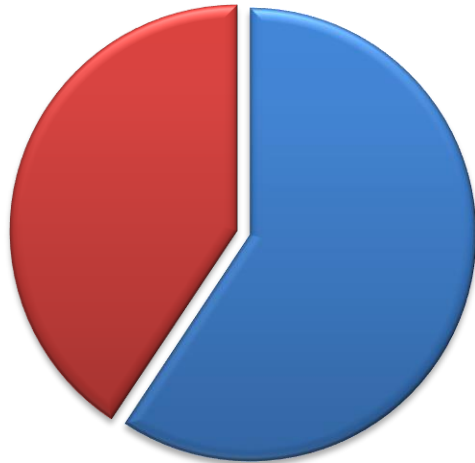
North America Fragrance Market by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

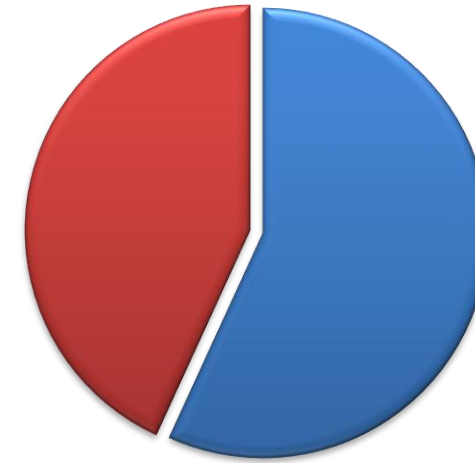
# The US Fragrance Market: An Analysis

## The US Fragrance Market By Nature; 2021



Nature	Share	CAGR (2022-2027)
Synthetic	xx%	xx%
Natural	xx%	xx%

## The US Fragrance Market By Type; 2021



Type	Share	CAGR (2022-2027)
Premium	xx%	xx%
Mass	xx%	xx%

# Europe Fragrance Market: An Analysis

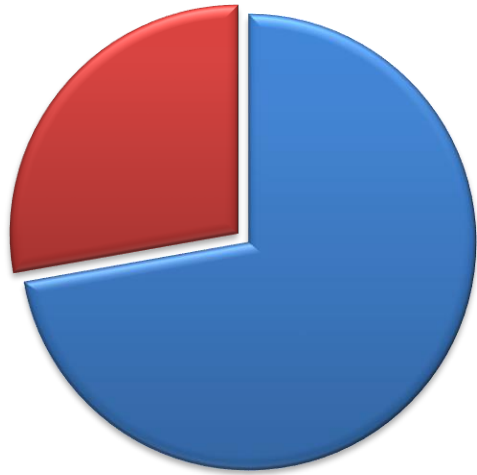
Europe Fragrance Market by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
France	xx%	xx%
UK	xx%	xx%
Germany	xx%	xx%
Spain	xx%	xx%
Italy	xx%	xx%
Rest of Europe	xx%	xx%

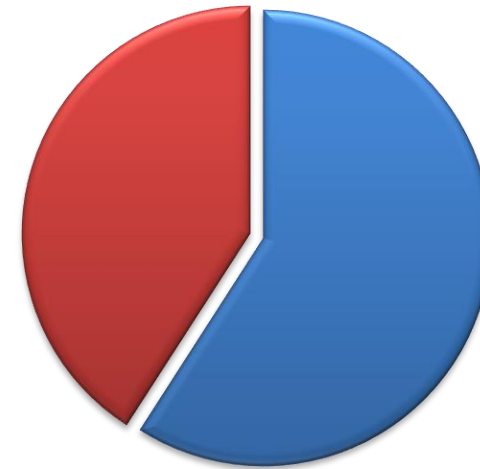
# Europe Fragrance Market: An Analysis

## Europe Fragrance Market by Nature; 2021



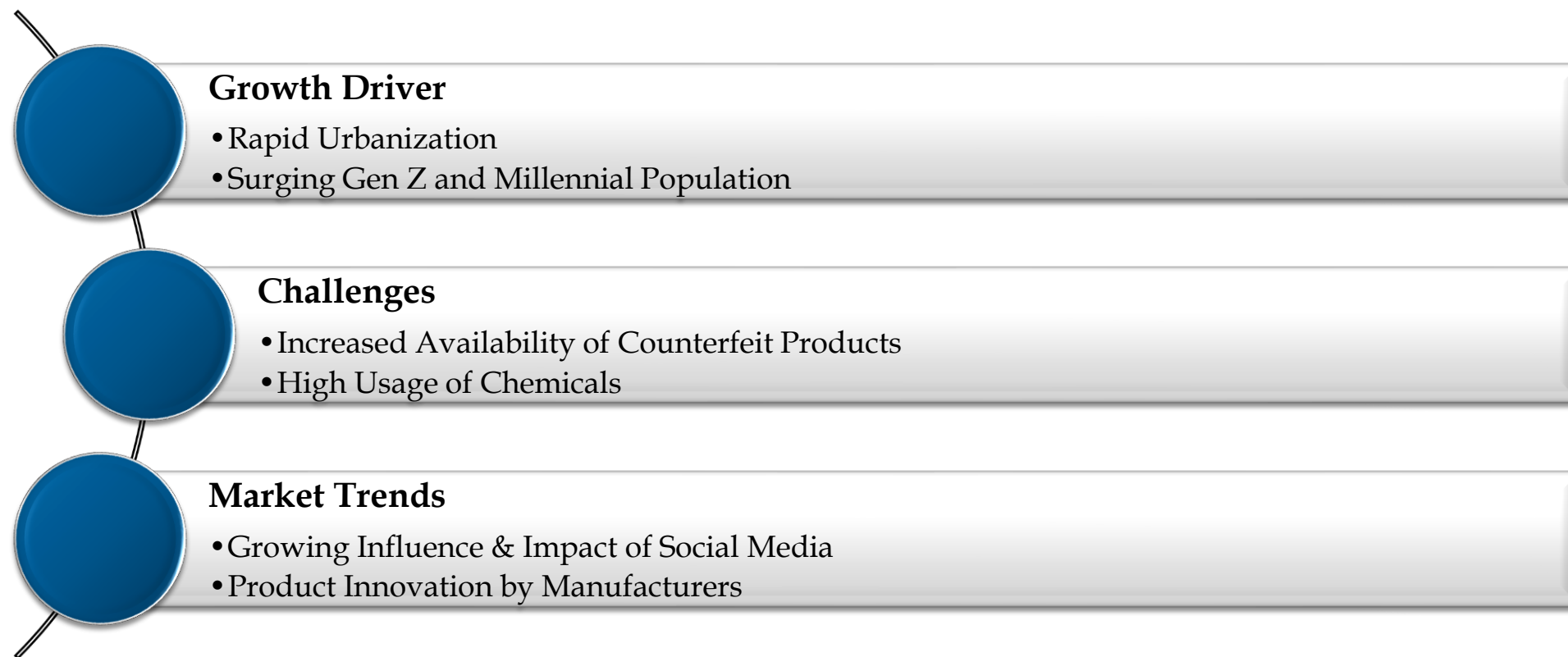
Nature	Share	CAGR (2022-2027)
Synthetic	xx%	xx%
Natural	xx%	xx%

## Europe Fragrance Market by Type; 2021



Type	Share	CAGR (2022-2027)
Premium	xx%	xx%
Mass	xx%	xx%

# Global Fragrance Market: Dynamics



# Global Fragrance Market: Competitive Landscape

## Players Profiled

- ❑ Estee Lauder Companies Inc.
- ❑ The Procter & Gamble Company
- ❑ Henkel AG & Co. KGaA
- ❑ Unilever PLC
- ❑ Coty Inc.
- ❑ L'Oréal S.A.
- ❑ Firmenich International SA
- ❑ Givaudan S.A.
- ❑ Avon Products, Inc.
- ❑ LVMH
- ❑ Shiseido
- ❑ Symrise AG
- ❑ Chanel International B.V.
- ❑ Giorgio Armani S.p.A.

Global Fragrance Players by Market Share; 2021  
(Percentage, %)

