

Luxury Perfume Industry Focusing on Sustainable Scent Development 2019-2026

The luxury perfume market size was valued at \$11.7 billion in 2018 and is expected to reach \$16.8 billion by 2026, registering a CAGR of 5.3% from 2019 to 2026.

WILMINGTON, DE, UNITED STATES, February 27, 2025 /EINPresswire.com/ -- [Luxury](#) perfumes are

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Key revenue opportunities, growth factors, and luxury perfume market trends in emerging economies are comprehensive highlighted in the report.

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Allied Market Research

rare, higher quality fragrances as compared to conventional perfumes, as they are formulated with the use of exotic ingredients such as saffron, Mysore sandalwood, champaca, oud, and ambergris. These components are derived from various sources such as animals, synthetic raw materials, and natural ingredients. Among the world's most expensive perfumes, Le Monde Sur Mesure tops the list at \$18 million, followed by Shamukh at approximately \$1.3 million. The Dkny Golden Delicious Million Dollar Fragrance Bottle and Creed Royal Service are both valued at \$1 million, while Jar Bolt of

Lightning is priced at \$765,000. These perfume not only elevate lifestyle but also cater to the sustainability goals.

Technologies used in Perfumery

A report published by Allied Market revealed that the [luxury perfume industry](#) is expected to generate a revenue of \$16.8 billion by 2026, exhibiting a CAGR of 5.3% from 2019 to 2026. The growth of the sector is majorly driven by the adoption of innovative approaches and development of advanced perfume technologies that make fragrances last longer.

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Polymer-based delivery systems use polymers for controlled release of perfumes and prevent rapid evaporation of the fragrance. For example, ethylene-vinyl acetate is a polymer that reacts with body temperature and humidity to ensure gradual release of scent. This makes perfumes last for a longer time. Microencapsulation technology uses droplets of perfume that are compactly packed in a small polymeric coating to give a capsule-like structure, which enables to release the scent in a controlled manner, thereby allowing it to last for a longer duration.

For instance, cyclodextrins are cyclic oligosaccharides, which act as the carriers of perfume molecules. These carriers break when they come in contact with the moisture and natural oils of the skin, facilitating gradual release of scent. In 2023, Marc Jacobs, an American fashion designer, launched Daisy Drops, which is a gel-like fragrance formulation in sustainable capsule packaging. Furthermore, temperature-dependent technology releases fragrances that react to changes in body temperature. They release more scents when the body temperature rises, particularly in warmer climates or during intense physical activity. Perfumes formulated using phase-change materials are suitable for all-day wear as they release more fragrant aroma in response to rising body temperatures.

Analyzing the Current Trends in the Industry

Rise in popularity of perfumes that are gender neutral and increase in demand for sustainable fragrances are the key factors driving the industry growth. Consumers are also shifting their preference toward products that are sourced from renewable sources. Moreover, rise in demand for perfumes that are free from harmful additives is encouraging manufactures to formulate eco-friendly perfumes. Furthermore, Euromonitor Product Claims Tracker states that fragrances that are naturally sourced are the most widely used in the industry. As a result, the sector is witnessing significant investment and product launches to meet changing consumer needs.

For instance, in November 2023, L'Oréal and Cosmo International Fragrances, a global fragrance company, joined a partnership. In an effort to extract scents from natural ingredients L'Oréal used Green Sciences technology of Cosmo International Fragrances. Moreover, L'Oréal expanded its range of refillable fragrance by commencing a partnership with The Perfume Shop in 2023 and establishing multibrand fragrance refill stations in the UK. On the other hand, Symrise, a fragrance and flavor company in Germany, introduced Lilybelle, which is a biodegradable fragrance ingredient made from byproducts of upcycled orange juice. This innovation was awarded the title of "Best Sustainable Ingredient for Fragrance" at the Barcelona Perfumery Congress 2023. In addition, the International Fragrance Association organized an initiative the Global Fragrance Summit 2025 to focus on innovations, regulatory frameworks, and promote safe and sustainable use of fragrance. This summit is expected to be held from 15 to 16 October 2025 with the theme "Scent Connections: Advancing standards and collaboration across cultures." Such environmental-friendly fragrance innovations and approaches are expected to open new opportunities for the expansion of the industry in the coming years.

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Final Thoughts

Increase in focus on sustainability and meeting consumer needs are the key aspects that are driving the luxury perfumes industry. Rise in investment in naturally sourced ingredients, refillable packaging, and biodegradable formulations are the sector are further expected boost

the industry growth in the near future. Moreover, initiatives such as Global Fragrance Summit 2025 are projected to focus on practices such as ingredient transparency and eco-friendly approaches to balance innovation and sustainability.

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