

Comprehensive Insights Of The Global Fragrance Market: Key Drivers, Trends, Opportunities, And Forecast For 2025-2034

*The Business Research Company's
Fragrance Global Market Report 2025 –
Market Size, Trends, And Forecast 2025-
2034*

LONDON, GREATER LONDON, UNITED
KINGDOM, June 24, 2025

/EINPresswire.com/ -- The fragrance
report describes and explains the

[fragrance market](#) and covers 2019-2024, termed the historic period, and 2024-2029, 2034F
termed the forecast period. The report evaluates the market across each region and for the
major economies within each region.



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The Business Research
Company's Latest Report
Explores Market Driver,
Trends, Regional Insights -
Market Sizing & Forecasts
Through 2034

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The global fragrance market reached a value of nearly \$59.30490 billion in 2024, having grown at a compound annual growth rate (CAGR) of 3.91% since 2019. The market is expected to grow from \$59.30490 billion in 2024 to \$77.20631 billion in 2029 at a rate of 5.42%. The market is then expected to grow at a CAGR of 4.90% from 2029 and reach \$98.08481 billion in 2034.

What strategies are being adopted by key players in the fragrance market?

The key players in the market are adopting extensive strategies in the fragrance market such as:

- Introducing new product launches to strengthen market presence
- Expanding capabilities through the development of strategic partnerships
- Implementing new initiatives aimed at boosting market visibility and growth

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<https://www.thebusinessresearchcompany.com/report/natural-fragrance-global-market-report>

To take advantage of opportunities, The Business Research Company suggests that fragrance companies enhance offerings:

- Prioritizing customization and flexibility in fragrance offerings to meet diverse consumer preferences
- Redefining everyday grooming experiences by combining affordability with elegance
- Promoting inclusivity through the development of gender-neutral fragrance solutions
- Enhancing consumer-focused innovation and development capabilities
- Integrating digital tools and sensory technologies to drive advanced fragrance innovation

What Is [Fragrance Market Overview](#)?

Fragrance refers to a combination of aromatic compounds that emit a pleasant smell, typically used in products such as perfumes, colognes, cosmetics, personal care items, household cleaners, and air fresheners. It can be derived from natural sources like flowers, fruits, spices, woods, and resins, or created synthetically through chemical processes.

The production of fragrances begins with sourcing raw materials. Natural ingredients are obtained through methods such as steam distillation, solvent extraction, or cold pressing, depending on the plant or substance. Synthetic fragrances are crafted in laboratories using aromatic chemicals, often mimicking natural scents at a lower cost and with greater consistency. Once the essential oils or aromatic compounds are extracted, perfumers blend these ingredients in specific proportions to create a balanced and appealing scent profile. The final product is then mixed with solvents, commonly alcohol or water, to form perfumes or fragranced formulations.

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Who Are The Major Companies Operating In The Global Fragrance Market?

The top ten competitors in the market made up to 26.51% of the total market in 2023. Givaudan SA was the largest competitor with a 4.68% share of the market, followed by:

- The Estée Lauder Companies
- IFF (International Flavors & Fragrances)
- Symrise AG
- DSM-Firmenich AG
- Puig Brands S.A
- Coty Inc
- Mane SA
- Robertet Group
- Takasago International Corporation

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