

Body Mist Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Unilever

Procter & Gamble

Coty Inc.

Revlon, Inc.

Chanel

Dior

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Yardley London

Calvin Klein

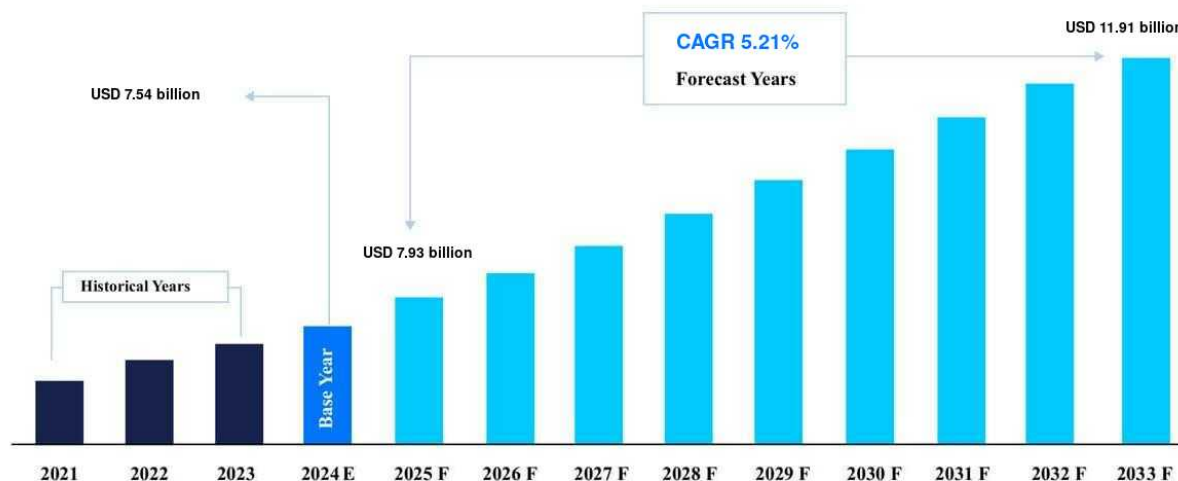
Note: More company profiles available on full reports.

Top 5 Company Market Share



**Total
60%**

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

United Kingdom

China

Emerging Companies

Bath & Body Works

Victoria's Secret

The Body Shop

Market Trends

Growth Trends

- Rising Preference for Lightweight and Refreshing Fragrances
- Increased Popularity of Natural and Organic Body Mists
- Expansion of E-Commerce Platforms and Direct-to-Consumer Sales
- Growing Demand for Long-Lasting and Multi-Functional Products
- Introduction of Gender-Neutral and Customizable Fragrances
- Influence of Social Media and Celebrity-Driven Trends
- Increase in Eco-Friendly and Sustainable Packaging Options
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- Consumer Demand for Personal Care and Fragrance Products
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- Seasonal Variations in Demand for Body Mists
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Key Market Indicators

- Annual Revenue from Body Mist Sales
- Growth Rate of Personal Care and Beauty Segments
- Consumer Spending on Fragrance and Body Care Products
- Volume of Online vs. Offline Sales
- Market Penetration of Organic and Vegan Body Mists
- Number of Product Launches and New Fragrance Variants
- Influence of Social Media and Digital Advertising on Sales
- Regional Demand and Consumption Trends
- Customer Retention and Brand Loyalty Rates
- Pricing Trends and Competitive Landscape

High evaporation rate

Body mists typically contain a high percentage of water and alcohol, which can cause the fragrance to dissipate quickly after application, leading to shorter-lasting effects compared to more concentrated perfumes or sprays. This can reduce consumer satisfaction, as frequent reapplications may be necessary to maintain the desired scent throughout the day.

As a result, some consumers may opt for more durable fragrance products, limiting the growth potential of body mists. To address this, brands are focusing on improving formulation technologies, adding longer-lasting ingredients, or using more advanced delivery systems, but the challenge remains a hurdle for sustained market growth.

Market Trends

Rising interest in self-care and personal hygiene

The growing interest in self-care and personal hygiene is a major driver for the global body mist market. Consumers are increasingly investing in personal care products that enhance their well-being, with body mists offering a refreshing and light fragrance alternative.

- According to the Personal Care Products Council, the demand for body mists has surged by 15% over the past year, highlighting the increasing focus on self-pampering.

This trend aligns with a broader shift towards wellness, where people seek products that promote relaxation and freshness, fueling the growth of body mist sales. Brands are responding by expanding their offerings to meet this growing demand for clean, invigorating fragrances.

Expansion of gender-neutral products

The expansion of gender-neutral products is a significant driver in the global market, reflecting a shift toward inclusivity and evolving consumer preferences. Millennials and Gen Z, who prioritize individuality and fluid gender identities, are driving demand for fragrances that transcend traditional gender norms.

- For instance, brands like Calvin Klein have launched gender-neutral body mists, such as their CK Everyone line, which appeals to a broader audience with clean, citrusy notes and sustainable packaging.

Partnerships with personalities for co-branded collections or endorsements

Collaborations with celebrities or influencers present a significant opportunity in the global body mist market, as these partnerships can boost brand visibility and appeal. Co-branded collections or endorsements leverage the established fan base of personalities to drive consumer interest and trust.

- For example, in March 2024, Bath & Body Works and Netflix formed a year-long relationship, beginning with a special collection inspired by Season Three of "Bridgerton." The cooperation launches the "Diamond of the Season" range, which includes body mist, hand soap, hand sanitizer, lotion, and a candle designed to represent the show's iconic scenes and characters.
- Similarly, in June 2024, Bath & Body Works partnered with pop sensation Olivia Rodrigo to launch an exclusive line of body mists inspired by her album themes. The collection featured unique fragrances like "Sour Bloom" and "Violet Dreams," reflecting her artistry and personality.

Such partnerships not only attract loyal followers but also introduce the brand to new audiences, fostering engagement and sales growth.

Market Segments

By Type

By type, traditional body mists are expected to dominate the market, capturing approximately 30-40% of the market share. This stronghold is primarily driven by their affordability and the extensive variety of scent options available, making them the most widely consumed fragrance choice among consumers.



30-40%

Traditional Body Mist

By End-Use

Women are expected to be the largest segment by end-use for the body mist market, making up around XX% of the overall share. This is primarily because body mists are a popular choice among women for daily use, offering a convenient and affordable way to add a subtle fragrance that complements their routine.



XX%

Women

By Distribution Channel

Hypermarkets and supermarkets are expected to remain the largest distribution channels for body mists, holding a XX% market share. These retail outlets provide unmatched convenience and wide accessibility, making them a go-to destination for consumers. With a diverse range of body mist options available across various price points, hypermarkets and supermarkets cater to a broad spectrum of consumer preferences, ensuring mass availability and easy access to these products.



XX%

Hypermarkets and supermarkets

Regional Overview

North America

In North America, the United States leads the body mist market with around 40-45% share, driven by strong demand for body care products. Major brands like Bath & Body Works, Victoria's Secret, and Estée Lauder play a key role in maintaining this market dominance.



40-45%

United States Market Share

Europe

In Europe, the United Kingdom stands as the largest market for body mists, holding approximately 25-30% of the regional market share. The UK's market is further bolstered by homegrown brands like The Body Shop, which plays a significant role in shaping consumer preferences, alongside other popular retailers and specialty stores that cater to diverse fragrance needs.



25-30%

United Kingdom Market Share

APAC

In the Asia-Pacific region, China is experiencing rapid growth in the body care and fragrance market, particularly as consumers increasingly turn to affordable and versatile products like body mists. The country's expanding middle class and growing beauty awareness are key drivers of this trend, with more consumers seeking accessible, everyday fragrance options.



XX%

China Market Share

Regional Overview

Middle East and Africa

In the Middle East and Africa, the United Arab Emirates (UAE) is the leading market for body mists, holding approximately XX% of the regional market share. Dubai, in particular, serves as a hub for premium fragrance brands.



XX%

United Arab Emirates Market Share

LATAM

In Latin America, Brazil is the largest consumer of body care products, holding approximately XX% of the regional market share. Body mists are particularly popular due to their refreshing qualities and affordable price points.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Bath & Body Works	https://www.bathandbodyworks.com/	New Albany, Ohio, USA	1990	Andrew Meslow (CEO)	\$7.7 billion
Victoria's Secret	https://www.victoriassecret.com/	Columbus, Ohio, USA	1977	Martin Waters (CEO)	Around \$7.5 billion
The Body Shop	https://www.thebodyshop.com/	Littlehampton, UK	1976	David Boynton (CEO)	Approx. \$1.5 billion
Plum Goodness	https://www.plumgoodness.com/	India	2013	Shankar Prasad (Founder)	Estimated at \$60 million
Estée Lauder Companies	https://www.estelauder.com/	New York City, New York, USA	1946	Fabrizio Freda (CEO)	\$16.2 billion

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