

# Luxury scents for men lead the pack

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MUMBAI

**T**he business of smelling good is now booming in India, thanks to men.

Sales of premium and luxury perfumes are rising, driven by demand from men, according to industry executives and data shared with *Mint*.

Historically targeted at women and sold through high-end international retailers, these products are finding a growing base among men who are not just buying more—but trading up, reshaping the structure and pricing power of the category.

Men make up 60% of India's \$189.1 million fragrance market, according to research firm Euromonitor. Male fragrances grew 14.6% in 2024, outpacing the market growth of 11.9%.



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Yet, mass deodorants have long dominated men's grooming. Rising disposable incomes among India's expanding middle class are now pushing up spending on premium personal care, including perfumes, increasingly seen as part of everyday grooming rather than

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