

Fragrances in Germany

Market Direction | 2022-09-30 | 25 pages | Euromonitor

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Report description:

Fragrances saw only a small current value decline in 2021, after witnessing a strong single-digit decline in 2020. Although the value decline was not as strong as in 2020, it should be noted that this was partly due to price rises, since retail volume sales still decreased considerably. In 2021, the ongoing pandemic still significantly disrupted social occasions, which are the bedrock of fragrances consumption. More time spent working from home resulted in a reduction in demand due to a lack of...

Euromonitor International's Fragrances in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Mass Fragrances, Premium Fragrances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Fragrances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

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List Of Contents And Tables

FRAGRANCES IN GERMANY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Volume sales continue to decline, but price rises limit the value decline

Coty retains its clear lead in fragrances

Focus on price promotions, longer promotional periods and e-commerce

PROSPECTS AND OPPORTUNITIES

Volume recovery likely to be very slow due to changing consumption habits

The appeal of fragrances in helping to reduce stress

Innovation set to return in both the premium and mass segments

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2016-2021

Table 2 Sales of Fragrances by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Fragrances: % Value 2017-2021

Table 4 LBN Brand Shares of Fragrances: % Value 2018-2021

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2018-2021

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2018-2021

Table 7 Forecast Sales of Fragrances by Category: Value 2021-2026

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2021-2026

CHART 1 Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

CHART 2 Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

BEAUTY AND PERSONAL CARE IN GERMANY

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 18 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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