

## **Fragrances in Pakistan**

Market Direction | 2022-10-12 | 22 pages | Euromonitor

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### **Report description:**

Fragrances saw a strong drop in demand in 2020 as the exigencies of the Coronavirus (COVID-19) pandemic meant consumers worked from home and went out and socialised much less. The situation improved in 2021 as life gradually returned to normal with the fading of the threat of the virus and vaccine roll-out. Thus, consumers started to resume working in the office and going out and socialising more. This stimulated the use and sales of fragrances. Overall, the easing of the COVID-19 pandemic broug...

Euromonitor International's Fragrances in Pakistan 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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