

## Fragrances in Austria

Market Direction | 2022-11-29 | 25 pages | Euromonitor

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### Report description:

In 2021, retail value sales of fragrances returned to positive growth, after a significant decline in 2020. Inflationary pressures were a key contributor to this strong value increase, while volume sales continued to decline. Overall, increases in the cost of raw materials, shipping costs, labour wages and energy have led to substantial price increases in fragrances.

Euromonitor International's Fragrances in Austria 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 AUSTRIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Inflationary pressures contribute to value increase

Industry players rely on discounts, promotions and e-commerce to boost sales

With a wide product portfolio, Coty retains clear lead in fragrances in 2021

#### PROSPECTS AND OPPORTUNITIES

Retail value sales of fragrances set to recover to pre-pandemic levels by 2023

Tailor-made fragrances is one avenue for growth

Gender-neutral, unisex fragrances grow in popularity

#### 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 AUSTRIA

#### 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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