

## **Fragrances in Canada**

Market Direction | 2023-04-24 | 24 pages | Euromonitor

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### **Report description:**

Fragrances had a strong year in 2022, experiencing growth across all categories as COVID-19 safety measures were rolled back and consumers returned to workplaces, social activities, nightclubs, as well as domestic and international travel. Both mass and premium segments experienced a boost, with mass fragrances bouncing back from the dip in 2020. The growth was also supported by continued innovations by brands, such as Polo Blue Parfum for men launched in a refillable bottle in-line with the sus...

Euromonitor International's Fragrances in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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