

Fragrances in Greece

Market Direction | 2023-05-02 | 26 pages | Euromonitor

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Report description:

Premium fragrances was one of the most affected categories during the COVID-19 period. During the lockdowns, department stores and beauty specialist retailers, the main channels for premium fragrances, suffered the biggest losses, while home seclusion and limited opportunities for going out/socialising had a crippling effect on premium fragrances from the demand side. The return to normality and the recovery of tourism led to a comeback for premium fragrances, which in 2022 was amongst the most...

Euromonitor International's Fragrances in Greece 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.

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