

Fragrances in Italy

Market Direction | 2023-05-03 | 26 pages | Euromonitor

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Report description:

Fragrances continued to show a dynamic performance in Italy in 2022 after having already returned to pre-pandemic levels in the previous year. The category continued to grow thanks to Italian consumers feeling keener to socialise as the immediate threat from COVID-19 was perceived to have waned in 2022. Many consumers returned to working in the office more frequently and generally increased the frequency with which they went out of their homes, with the state of health emergency ending in March...

Euromonitor International's Fragrances in Italy 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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