

Fragrances in Japan

Market Direction | 2023-05-19 | 26 pages | Euromonitor

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Report description:

In 2022, fragrances in Japan experienced strong growth due to greater opportunities to spend time outside of the home, including socialising, in addition to the continuing trend since the pandemic for consumers to enjoy fragrances for their own relaxation and indulgence. In the past, many Japanese consumers tended to prefer scent-free products and were traditionally more interested in deodorants than in fragrances, triggered by the negative mindset of being perceived by others as smelling unplea...

Euromonitor International's Fragrances in Japan 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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