

Fragrances in Lithuania

Market Direction | 2023-05-12 | 21 pages | Euromonitor

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Report description:

A notable decline was recorded in fragrances during the COVID-19 pandemic, with social distancing and home seclusion creating far fewer opportunities for consumers to wear fragrances. As these products are usually applied when going to work, socialising or attending special events, consumers wore fragrances less and did not need to replenish their stock. While sales failed to recover in 2021, moving into 2022, there was a significant increase in retail value size, holding the leader's position i...

Euromonitor International's Fragrances in Lithuania 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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Rising inflation and price points do not impact sales of premium fragrances

Unisex brands gain ground, especially among Generation Z consumers

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