

## **Fragrances in New Zealand**

Market Direction | 2023-05-05 | 22 pages | Euromonitor

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### **Report description:**

More and more consumers are adopting fragrances in their daily routines. In the past, fragrances were used primarily on special occasions, when dressing up or as a treat, but it is now often used daily to feel present and express individuality. More and more consumers are using fragrances to improve their moods and general wellbeing, no longer viewing these products as superficial accessories. As a result of this trend, consumers are becoming increasingly open to trying new products. Rather than...

Euromonitor International's Fragrances in New Zealand 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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