

## **Fragrances in Portugal**

Market Direction | 2023-05-04 | 24 pages | Euromonitor

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### **Report description:**

Fragrances saw dynamic growth in value and volume terms in 2022. Fragrances saw a partial recovery from the impact of the pandemic in 2021 as people progressively returned to more normalised lifestyles and Portuguese consumers started going out again, in particular from summer 2021. However, many people still limited their social interactions in 2021 and thus limited their use of fragrances compared to pre-COVID-19 levels. Moreover, many consumers still had supplies of fragrances in their cupboa...

Euromonitor International's Fragrances in Portugal 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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