

Fragrances in South Africa

Market Direction | 2023-05-11 | 23 pages | Euromonitor

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Report description:

In 2022, South Africa suffered significant financial adversity, with the country experiencing multiple power cuts a day, and an increasing cost of living within the country, making it relatively difficult for most consumers to survive. For many people, their main priorities were often around being able to meet their basic needs, such as food, electricity, water, rent or mortgage payments, as well as fuel. Many people therefore traded down in many areas of their lives, and fragrances was one of t...

Euromonitor International's Fragrances in South Africa 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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