

## **Fragrances in North Macedonia**

Market Direction | 2023-05-15 | 21 pages | Euromonitor

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### **Report description:**

Consumer demand for fragrances has demonstrated stability and improvement, driven by a shift among certain consumers away from deodorants and towards mass fragrance brands. These mass fragrance brands account for a significant portion of sales within the category, contributing to its overall performance. In 2022, fragrances achieved strong double-digit value growth, supported by a combination of stable volume demand for mass fragrances and the rising unit prices across the segment.

Euromonitor International's Fragrances in North Macedonia 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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