

Fragrances in Sweden

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

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Report description:

Retail sales of fragrances made a full recovery in constant value terms in 2022, following the decline seen during the pandemic. Growth was boosted by an increase in the number of social occasions, such as parties and weddings, which are closely associated with the use and consumption of fragrances. This was largely the result of the easing of COVID-19 restrictions, combined with the need for small indulgences after a long period of abstention. Indeed, many Swedes added to their fragrance collec...

Euromonitor International's Fragrances in Sweden 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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FRAGRANCES IN SWEDEN

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Premiumisation trend continues, with niche brands performing particularly well

Celebrity endorsed brands fuel growth in mass fragrances

PROSPECTS AND OPPORTUNITIES

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Premium offerings will lead growth, thanks to growing popularity of artisanal offerings

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