

## Fragrances in Austria

Market Direction | 2023-06-05 | 24 pages | Euromonitor

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### Report description:

Overall, fragrances recorded mid-single digit retail current value sales growth in 2022. This performance was supported by a marginal recovery in the demand for premium fragrances, as a result of a return to more regular usage and purchasing patterns. As the threat of Coronavirus (COVID-19) and related restrictions eased, consumers spent more time away from home, at work, socialising or attending events, etc. This created more occasions to wear fragrances. However, strong retail current value gr...

Euromonitor International's Fragrances in Austria 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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Stable competitive landscape

Personal touch continues to favour health and beauty specialists

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Innovation is expected to re-emerge, but mass fragrances are predicted to lead growth race

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