

Fragrances in Australia

Market Direction | 2023-06-22 | 21 pages | Euromonitor

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Report description:

Overall demand for fragrances in Australia recovered to pre-pandemic levels in 2022. This performance was driven by multiple factors, including self-care and indulgence driving up demand for premium fragrances. Online channels were key in supporting the growth of fragrances in Australia in the last year of the review period. Retailers, such as Libertine Parfumerie, have continued to source and curate exclusive fragrances in Australia, whilst continuing to engage with customers through consultati...

Euromonitor International's Fragrances in Australia 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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