

Fragrances in Hong Kong, China

Market Direction | 2023-06-20 | 24 pages | Euromonitor

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Report description:

Despite ongoing mask mandates due to the pandemic in Hong Kong, demand for fragrances continued to improve in 2022, driven by several key factors. The "lipstick effect" encouraged consumers to occasionally purchase affordable premium beauty items, including fragrances, as mood-boosting and affordable luxuries in an uncertain environment. As such, premium fragrances witnessed strong growth.

Euromonitor International's Fragrances in Hong Kong, China 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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