

Fragrances in India

Market Direction | 2023-07-13 | 24 pages | Euromonitor

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Report description:

In 2022, fragrances in India witnessed healthy double-digit current value growth on the back of favourable external factors, such as the full return of social gatherings, the surge in demand for domestic travel, and the return of most offices and schools to mainly offline mode. Social events such as weddings, office meetings, conferences, and others returned to normalcy after the severity of the pandemic dwindled, with low instances of severe COVID-19 cases during the third wave in early 2022. T...

Euromonitor International's Fragrances in India 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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KEY DATA FINDINGS

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Conducive external factors drive growth in fragrances in 2022

Focus on affordable packs to attract increased consumer demand for fragrances

Competition within premium fragrances intensifies with entry of new international brands and extensions from existing mass fragrances brands

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