

Fragrances in the Philippines

Market Direction | 2023-07-28 | 23 pages | Euromonitor

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Report description:

Fragrances saw strong growth in 2022 in retail volume terms with the category seeing a more significant recovery after a slight rebound in 2021. With the Philippines easing its COVID-19 restrictions consumers returned to the workplace while they also began socialising more frequently, with this being particularly important for a category like fragrances. Furthermore, after two years of tough restrictions there were many people who were keen to pamper themselves by investing in fragrances. Another...

Euromonitor International's Fragrances in Philippines 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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