

Fragrances in Canada

Market Direction | 2024-04-12 | 24 pages | Euromonitor

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Report description:

Fragrances witnessed remarkable growth in 2023 across all categories, with value outpacing volume due to inflation-driven price increases and the premiumisation trend. While both mass and premium fragrances experienced an uptick, premium fragrances led the surge in growth. Consumers indulged in fragrances as a means of self-pampering, seeking affordable luxuries amidst economic challenges. Moreover, fragrances served as a source of emotional and mental wellbeing, resonating with housebound consu...

Euromonitor International's Fragrances in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Euromonitor International
April 2024

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