

Fragrances in China

Market Direction | 2024-04-17 | 22 pages | Euromonitor

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Report description:

After experiencing a decline in 2022, fragrances witnessed robust current value growth in China in 2023. Despite the weak rebound in overall beauty and personal care in 2023, fragrances recorded double-digit growth, surpassing the level of sales seen in 2021. The trend towards premiumisation in perfumes persisted, with premium fragrances driving growth, while mass fragrances continued to decline.

Euromonitor International's Fragrances in 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 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.

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