

Fragrances in Norway

Market Direction | 2024-04-18 | 24 pages | Euromonitor

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Report description:

Fragrances emerged as the biggest winner in beauty and personal care during the pandemic, partly due to a decline in duty-free purchases. Surprisingly, despite the return of travel and a rise in duty-free sales in 2022 and 2023, domestic fragrance sales have not dipped. This has resulted in overall fragrance volume exceeding pre-pandemic levels. Following a brief correction in 2022, fragrance sales continued their strong growth in 2023, further fuelled by the premiumisation trend and inflation.

Euromonitor International's Fragrances in Norway 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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