

## **Fragrances in Singapore**

Market Direction | 2024-04-16 | 23 pages | Euromonitor

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### **Report description:**

In 2023, fragrances in Singapore experienced significant growth in both retail volume and current value terms, surpassing the pre-COVID-19 levels, seen in 2019. With the resurgence of activities outside the home, such as work, school, and travel, Singaporeans embraced wearing fragrances more frequently. This trend was further fuelled by the growing interest in fragrances across the region over the past few years, whereby fragrances are increasingly seen as a means to uplift spirits, provide comfort...

Euromonitor International's Fragrances in Singapore 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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