

Fragrances in Spain

Market Direction | 2024-04-15 | 23 pages | Euromonitor

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Report description:

Premium fragrances outperformed mass fragrances in Spain in 2023, as consumers seek to treat themselves to "affordable indulgences". Interestingly, despite the depressed economic climate, with the cost-of-living crisis and inflationary pressures, certain non-essential categories are maintaining consumers' attention. Notably this can be seen in premium fragrances, alongside colour cosmetics to a degree. Such "affordable indulgences" can give consumers a feel-good boost, thus their appeal. On the...

Euromonitor International's Fragrances in Spain 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium fragrances outperform their mass counterparts as consumers seek to treat themselves

Unisex options remain niche in Spain, with gender-specific options preferred

Puig SL maintains lead in extremely brand-fragmented category

PROSPECTS AND OPPORTUNITIES

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