

Fragrances in the Netherlands

Market Direction | 2024-04-18 | 23 pages | Euromonitor

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Report description:

Fragrances in the Netherlands registered high single-digit retail current value growth in 2023, following a double-digit increase in 2022, to continue its post-Coronavirus (COVID-19) recovery. Retail volume sales also continued to rebound, albeit at a slower rate and through premium rather than mass fragrances. Consumers still see premium fragrances as a form of affordable luxury, and the full return to pre-pandemic socialisation drove a demand for high-end products. Premium men's, women's and u...

Euromonitor International's Fragrances in Netherlands 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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