

## **Fragrances in Sweden**

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

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### **Report description:**

A powerful current of premiumisation is sweeping fragrances in Sweden. Consumers are increasingly drawn to niche or artisanal scents, seeking individuality and exclusivity. These unique olfactory experiences offer a way to stand out from the crowd. Furthermore, premium brands consistently fuel excitement with a steady stream of new launches, keeping the fragrance journey fresh and captivating. The element of status also plays a role. Owning a premium fragrance is perceived as an attainable luxur...

Euromonitor International's Fragrances in Sweden 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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