

Fragrances in Indonesia

Market Direction | 2024-04-30 | 23 pages | Euromonitor

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Report description:

Fragrances in Indonesia saw a relatively weak performance in 2023, in both current value and volume terms. Compared with other Asian markets like Thailand and South Korea, sales remain low, with many other alternatives to fragrances competing indirectly with these products. For example, some Indonesian consumers, especially those in the middle-income segment, favour body mists or body sprays, due to their affordability and softer scents. Casablanca (Priskila Prima Makmur) and Axe (Unilever Indon...

Euromonitor International's Fragrances in Indonesia 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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Fragrances face competition from more affordable alternatives

Market sees increasing fragmentation

E-commerce helps local brands to gain the attention of the public

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