

Fragrances in North Macedonia

Market Direction | 2024-04-30 | 20 pages | Euromonitor

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Report description:

Overall , it was a muted picture for fragrances in North Macedonia in 2023, with both constant value sales and overall volume sales falling. Continuing high inflation and population decline dampened value sales. Premium outperformed mass, with volume sales increasing. There was also higher growth for men's premium fragrances than women's, with men's premium fragrances also accounting for more value sales than women's.

Euromonitor International's Fragrances in North Macedonia 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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Women's fragrances more price sensitive

Leading players benefit from the shift to premium brands, while direct sellers offer value-for-money prices

Continued launches keep consumers engaged

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