

Fragrances in Australia

Market Direction | 2024-05-01 | 25 pages | Euromonitor

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Report description:

Fragrances in Australia experienced a notable upsurge in demand throughout 2023, building upon the recovery observed the previous year. This growth trend was largely driven by pent-up demand resulting from the pandemic, as social activities resumed. Consumer perfume usage has returned to pre-pandemic levels, further contributing to the category's momentum.

Euromonitor International's Fragrances in Australia 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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