

Fragrances in Denmark

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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Report description:

Fragrances in Denmark witnessed another difficult year in 2023 following the noticeable decrease in sales during the previous year. Sales of fragrances had surged in 2021 when consumers returned to socialising post-pandemic, so demand patterns are still normalising in 2023. Current value growth was partly driven by price increases as inflation rates remained above average. Disposable income was further compromised by higher interest rates and energy costs in 2023. In this difficult economic clim...

Euromonitor International's Fragrances in Denmark 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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