

## **Fragrances in Egypt**

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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### **Report description:**

Fragrances registered strong current value growth in Egypt in 2023, while sales volumes fell due to the huge increases in prices seen towards the end of the review period. These huge price increases occurred for several reasons. Most fragrances are imported and the devaluation of the Egyptian pound had a huge impact on the category. As the Egyptian pound depreciated against major currencies, imported fragrances became more expensive. In addition, Egypt experienced relatively high inflation rates...

Euromonitor International's Fragrances in Egypt 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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