

## **Fragrances in Pakistan**

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

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### **Report description:**

In 2023, economic challenges, including rising inflation and currency deflation, impacted fragrances in Pakistan, particularly in premium fragrances dominated by imported products. This led to a slower growth rate in the product area. However, there are optimistic signs of recovery ahead. Projections of political stability and improvements in inflation rates starting from 2024 are anticipated to revitalise the fragrance market. These improvements are expected to boost consumer confidence, stimul...

Euromonitor International's Fragrances in Pakistan 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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