

Fragrances in South Africa

Market Direction | 2024-05-13 | 23 pages | Euromonitor

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Report description:

Despite recording a positive performance in 2023, demand for fragrances in South Africa remained below pre-pandemic levels. This is because many local consumers continued to face economic pressures and prioritised essential beauty and personal care products. Fragrances are deemed a discretionary purchase for many South Africans.

Euromonitor International's Fragrances in South Africa 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.

Table of Contents:

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List Of Contents And Tables

FRAGRANCES IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fragrances perceived as non-essential by many local consumers

Fragrances tend to be purchased when offered on promotion

Consumers trade down to mass fragrances

PROSPECTS AND OPPORTUNITIES

The introduction of fragrances with Arabic origins to the South African market

Counterfeits threaten greater penetration of fragrances in South Africa

Premium fragrances set to mainly attract tourists

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2018-2023

Table 2 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Fragrances: % Value 2019-2023

Table 4 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 7 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN SOUTH AFRICA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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