

## **Fragrances in India**

Market Direction | 2024-07-18 | 26 pages | Euromonitor

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### **Report description:**

Fragrances in India experienced significant retail current value growth in 2023, driven by several key factors which contributed to expanding the popularity and consumption of such products. As Indian consumers increasingly prioritise personal care products as a means of self-expression, fragrances have emerged as a favoured choice. Not only are consumers purchasing fragrances more frequently, but they are also diversifying their collections to suit different occasions and preferences. This heig...

Euromonitor International's Fragrances in India 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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Miniature fragrances gain popularity across the mass and premium segments

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