

Fragrances in Germany

Market Direction | 2024-07-22 | 24 pages | Euromonitor

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Report description:

Fragrances enjoyed healthy value and volume sales in Germany in 2023, with premium fragrances slightly outperforming mass fragrances. As seen across other beauty and personal care categories, the post-pandemic landscape and various health and wellbeing trends are promoting self-care and personal hygiene. Added to which, fragrances offer a form of affordable indulgence, as seen with the "lipstick effect" whereby, in time of economic uncertainty, consumers forego large luxury items but will still...

Euromonitor International's Fragrances in Germany 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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