

## Fragrances in Austria

Market Direction | 2024-08-06 | 23 pages | Euromonitor

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### **Report description:**

Inflation remained high in 2023, leading to significant price increases in the fragrance industry and putting further pressure on consumer budgets in Austria. This in turn led to robust current value growth for fragrances in 2023, while retail volume sales of fragrances decline, particularly in the premium segment. In 2023, consumers were more conservative in their spending and prioritised personal care over beauty products such as fragrances. Austrian consumers were keen to switch from fragranc...

Euromonitor International's Fragrances in Austria 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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