

The Fragrance Phenomenon: Redefining Value and Priorities

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Abstracts

The COVID-19 pandemic refreshed global demand for fragrances, resulting in long-term repositioning to self-care and wellness. The US and China witnessed a renaissance in 2021, especially in premium. Global growth was propelled by e-commerce, aided by the industry's successful pivot into the digital space overcoming sensorial barriers.

Trending innovations reflect heightened demand for value creation, which will grow in importance as unit prices fluctuate and remain uneven across top fragrance...

Euromonitor International's The Fragrance Phenomenon: Redefining Value and Priorities global briefing offers an insight into to the size and shape of the Beauty and Personal Care market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The report also explores developments in the premium vs mass/masstige segments, and the evolution of novel beauty concepts.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care 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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