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Fragrances in the Philippines

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Abstracts

Fragrances saw strong growth in the Philippines in current value terms in 2023, continuing the trend of the previous year. With the COVID-19 pandemic fast becoming a distant memory, consumers returned to their physical workplaces, while they also began socialising more frequently. Many Filipinos were also keen to pamper themselves by investing in fragrances, following several years of restrictions. Another significant boost came in the form of return of inbound tourism, which was particularly be...

Euromonitor International's Fragrances in Philippines 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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April 2024

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