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Fragrances in Belgium

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Abstracts

The inflation crisis has had a significant impact on the fragrance industry, resulting in a notable increase in prices in current terms. This, in turn, led to strong value sales growth in 2022, while volume sales of premium fragrances remained lacklustre. Despite the growth, fragrance value sales were still below pre-COVID-19 levels in 2019. In 2021, the performance of fragrances was only partially positive as consumers prioritised preventive health and personal care products. However, in 2022,...

Euromonitor International's Fragrances in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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