

Fragrances in Germany

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Abstracts

After two years of decline in 2020 and 2021, fragrances was the most dynamic category across beauty and personal care in retail current value terms in 2022, with sales seeing exceptional growth, rising to above the pre-COVID-19 level, seen in 2019. The removal of pandemic-related restrictions saw consumers return to their physical workplaces and resume socialising outside the home, which meant that they used fragrances more often. The revival of gatherings and parties for festive occasions, whic...

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 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.

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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