

Fragrances in Home Care in France

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Date: March 2012

Pages: 32

Price: US\$ 900.00 (Single User License)

ID: F4A41624895EN

Abstracts

The home care market in France is highly competitive. Major companies compete with small brands and private label. Therefore, there is demand for fragrance innovation to enhance product differentiation. Though fresh and floral fragrances dominate in home care, novel blends are regularly introduced into the market.

Euromonitor International's Fragrances in Home Care in France country reports offer a comprehensive overview of the flavour and fragrance markets, giving specific consideration to the unique market conditions of each focal country. It highlights the major drivers behind flavour and fragrance supply and demand and provides detailed analysis of individual flavours and fragrances and the product categories they are used in. It also examine national prospects, highlighting opportunities and challenges for flavour and fragrance usage

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

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