

Fragrances in Home Care in Russia

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Abstracts

The home care industry pays serious attention to fragrance development as aromas help drive consumers' purchasing decisions. Since the recession, most manufacturers have been focused on R&D to develop new and exciting fragrance concepts. Though Russians still look for familiar fragrances, they are also focusing more on sophistication, seeking unique and premium aromas. Greater health awareness is also driving scents in home care.

Euromonitor International's Fragrances in Home Care in Russia 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 examines 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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