

Fragrances in India

July 2023

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Fragrances in India - Category analysis

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2022 DEVELOPMENTS

Conducive external factors drive growth in fragrances in 2022

Focus on affordable packs to attract increased consumer demand for fragrances

Competition within premium fragrances intensifies with entry of new international brands and extensions from existing mass fragrances brands

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Expansion of retail offline channels, coupled with more campaigns to educate consumers, key to increasing penetration of fragrances

Increasing employed population and rising aspirations set to push demand for premium fragrances

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DISCLAIMER

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