

Fragrances in Japan

April 2024

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Fragrances in Japan - Category analysis

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2023 DEVELOPMENTS

Increasing number of new users and the popularity of premium products drive growth

Luxury brands strengthen fragrances as a gateway to their brands

Consumers enjoy scents at home, but not just fragrances

PROSPECTS AND OPPORTUNITIES

Fragrances set to keep growing, with more room for new consumers, and the popularity of premium products

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Salon de Parfum by Isetan Mitsukoshi regarded as the most influential fragrance event

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