

# Fragrances in Estonia

April 2024

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# Fragrances in Estonia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Growth for the premium landscape while mass fragrances struggle Fragmentation on the landscape, however, classic fragrances remain in demand Online prices and promotions attract consumers during 2023

# PROSPECTS AND OPPORTUNITIES

Premium offerings continue to lead sales, as consumers appreciate affordable luxury Celebrity and fashion fragrances create opportunities for growth on the mass landscape Unisex fragrances appeal to younger consumers, including Generation Z

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