

Fragrances in the Philippines

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Buoyant demand for fragrances, alongside resumption of social activities and increase in marketing efforts

Influx of new arrivals across all price segments

Distribution landscape in a state of flux as players seek out new opportunities in e-commerce

PROSPECTS AND OPPORTUNITIES

Economic growth should boost demand while e-commerce retailers work on building trust in the authenticity of their products

E-commerce will offer further opportunities for players, although physical stores will continue to play an important role

Eau de parfum will remain a popular option due to its perceived ability to withstand humidity

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DISCLAIMER

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