



# Fragrances in the Netherlands

May 2026

Table of Contents

## Fragrances in the Netherlands - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Social Media Expansion Fuels Growth Amid Steady Economic Expansion

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Fragrances

### INDUSTRY PERFORMANCE

Social Media Expansion Fuels Growth Amid Steady Economic Expansion

Chart 2 - Xo Khloé Fragrance in Europe

Fragrance Layering and Accessible Luxury Fuels Premium Growth

Chart 3 - Viktor & Rolf Spicebomb Metallic Musk

International Brands Infuse Asian Aromas to Capture Consumers

Chart 4 - Kenzo Flower Ikebana Indigo

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

### WHAT'S NEXT?

Consumers to Continue Embracing Premium Lifestyle Fragrances Amid Rising Spending

Premium Fragrances to Lead Growth Driven by Social Media's Influence

Shifting Male Attitudes to Reshape Fragrance Demand and Sales

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Positions Amid Fragmented Competitive Landscape

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

### CHANNELS

Health and Beauty Specialists Drive Fragrance Sales with Targeted Online Growth

Chart 12 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Fragrances

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Fragrances

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in the Netherlands - Industry Overview](#)

### EXECUTIVE SUMMARY

Steady Growth Driven by Consumer Willingness to Spend and Digital Innovation

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Steady Growth Driven by Consumer Willingness to Spend and Digital Innovation

Chart 21 - Rituals Gives Wellness Advice

Informed Consumers Show a Willingness to Pay a Premium for Dermocosmetics

Chart 22 - Cerave Remains Successful

Brands Leverage Sustainability to Drive Consumer Engagement

Chart 23 - Marcel's Green Soap

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers and Economic Factors Fuel Steady Growth in Personal Care Spending

Hair Care to Lead Value While Fragrances Leads Growth Momentum

Sustainability to Remain Influential in Purchasing Behaviour

Chart 27 - What's Next? for Beauty and Personal Care

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Strengthen Lead Amid Evolving Competitive Dynamics

Chart 30 - Company Shares 2025

## CHANNELS

Health and Beauty Specialists Lead Distribution as E-Commerce Gains Steady Ground

Chart 31 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fragrances-in-the-netherlands/report](http://www.euromonitor.com/fragrances-in-the-netherlands/report).