Fragrances in Belgium - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong sales reflect high prices of fragrances in 2022
Promotions and digitalisation key drivers for sales in 2022
Fragrance innovation focuses on natural ingredients and wellbeing in 2022

PROSPECTS AND OPPORTUNITIES

Inflation crisis set to impact demand for premium fragrances in the short term
Promotions and retail e-commerce to continue boosting fragrance sales over the forecast period
Innovation likely to remain constrained during the forecast period, but some efforts to be focussed on wellbeing trend

CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2017-2022
Table 2 - Sales of Fragrances by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Fragrances: % Value 2018-2022
Table 4 - LBN Brand Shares of Fragrances: % Value 2019-2022
Table 5 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2019-2022
Table 6 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2019-2022
Table 7 - Forecast Sales of Fragrances by Category: Value 2022-2027
Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

Beauty and Personal Care in Belgium - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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