

Fragrances in France

May 2023

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2022 DEVELOPMENTS

Premium fragrances support robust sales, while mass variants remain in a slump

Notable launches lead to greater dynamism in the category

Importance of physical stores in fragrances should not be overlooked

PROSPECTS AND OPPORTUNITIES

Premiumisation of fragrances set to continue, in a search for holistic balance

"Green" trends accelerate in fragrances, with upcycling, eco-responsible sourcing, sustainable packaging, and bulk purchase options

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DISCLAIMER

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