

Fragrances in Japan

May 2022

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Fragrances in Japan - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Return to growth as consumers try to lift their mood during home seclusion
Fragrance event is larger than ever, and demonstrates consumers' interest
Natural products and line extensions are evident

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Continued growth as players increase their customer base
Both online and offline experiences will be important moving forwards
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DISCLAIMER

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Summary 1 - Research Sources

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