

Fragrances in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Diverse consumer tastes and mass fragrances supported steady growth in 2024
Coty maintained leadership through a diverse portfolio and brand innovation
Retailers enhanced physical and digital access to fragrance, fuelling category expansion

PROSPECTS AND OPPORTUNITIES

Sustained interest in fragrances will be supported by innovation, advertising and growing user base
Premium fragrances will outperform mass offerings through pricing, exclusivity and niche appeal
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Beauty and Personal Care in Austria - Industry Overview

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DISCLAIMER

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