

Fragrances in Poland

May 2025

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Fragrances in Poland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation fuel fragrances in 2024 Leading global brands and youth appeal shape the category E-commerce dominance is supported by social media and celebrity influence

PROSPECTS AND OPPORTUNITIES

Everyday use and premium unisex fragrances set to drive growth Avon's may embark on possible reinvention through innovation and a sense of nostalgia Body mists will likely gain ground as an accessible, youthful format

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DISCLAIMER

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