

Fragrances in Indonesia

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Table of Contents

Fragrances in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass men's fragrances sees exceptional growth due to better product availability
HMNS benefits from consumers' search for value, and its celebrity partnerships
Beauty specialists remains the leading distribution channel as trials remain popular

PROSPECTS AND OPPORTUNITIES

Growth to be boosted by more people owning more than one fragrance New entrants from outside beauty and personal care set to continue Innovation and marketing will be key to attract consumers

CATEGORY DATA

- Table 1 Sales of Fragrances by Category: Value 2019-2024
- Table 2 Sales of Fragrances by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Fragrances: % Value 2020-2024
- Table 4 LBN Brand Shares of Fragrances: % Value 2021-2024
- Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024
- Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024
- Table 7 Forecast Sales of Fragrances by Category: Value 2024-2029
- Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Beauty and Personal Care in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

- Table 9 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 15 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 18 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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