



Euromonitor
International

Fragrances in Egypt

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower volume growth, but current value sales soar amid price increases
MAC retains the lead but loses some share due to price sensitivity
Beauty specialist dominates, but e-commerce shows notable dynamism

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Volume and current value growth predicted, especially for mass fragrances
Mass body mists will benefit from ongoing price sensitivity
Local consumers expected to shop around for the best deals amid high prices

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Beauty and Personal Care in Egypt - Industry Overview

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DISCLAIMER

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