

# Fragrances in Slovenia

May 2025

**Table of Contents** 

## Fragrances in Slovenia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Growing appetite for premium unisex fragrances

Orbico holds sway while L'Oreal makes strides

Growing relevance of e-commerce supports fragrance sales

## PROSPECTS AND OPPORTUNITIES

Sustainability and premiumisation will shape the fragrances market

Gender-neutral fragrances to gain ground

Niche perfume houses and the "skinification" of fragranced to drive premiumisation

## **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 Slovenia - 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

# DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fragrances-in-slovenia/report.