



Euromonitor
International

Fragrances in North Macedonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium fragrances outperform mass options as consumers reach for long-lasting, quality scents
Coty Inc retains its lead, offering well-established international fragrance brands
Beauty specialists benefit from offering a wide variety of goods and knowledgeable staff

PROSPECTS AND OPPORTUNITIES

Social media, scent innovation and mass body mists are set to support value growth
Gender neutrality and unisex scents are expected to be a rising trend in fragrances
Sustainability and personalisation will be key trends driving growth in fragrances

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Beauty and Personal Care in North Macedonia - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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