

## **New Market Research Report: Reigniting Growth in the Fragrance Industry**

*Recently published research from Euromonitor International, "Reigniting Growth in the Fragrance Industry", is now available at Fast Market Research*

**Sept. 28, 2010 - [PRLog](#)** -- As a non-essential category of the beauty and personal care market, the recession hit the global fragrance industry hard. In particular, poor performances in key Western markets dragged down global fragrance growth in 2008/2009. Despite an increasingly saturated marketplace, consumer apathy seems to be growing in many markets. Euromonitor International examines the strategies manufacturers are employing to reignite excitement about the industry and how companies are trying to drive growth.

Euromonitor International's Reigniting Growth in the Fragrance Industry global briefing offers an insight into to the size and shape of the Fragrances market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The report also explores developments in the premium vs mass/masstige segments, and the evolution of novel beauty concepts.

Product coverage: Mass Fragrances, Premium Fragrances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Beauty and Personal Care industry;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

For more information or to purchase this report, go to:

- [http://www.fastmr.com/prod/84022\\_reigniting\\_growth\\_in\\_the...](http://www.fastmr.com/prod/84022_reigniting_growth_in_the...)

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Euromonitor International

August 2010

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About Euromonitor International

Euromonitor International is a world leading independent provider of business intelligence on industries,

countries and consumers. Their business intelligence products include award-winning online information databases, market reports and business reference books. Founded in 1972, Euromonitor International is a privately owned company with offices in London, Chicago, Singapore, Shanghai and Vilnius. Euromonitor has a team of over 600 in-country analysts worldwide, giving them a unique capability to deliver high quality and reliable business information. View more research from Euromonitor International at <http://www.fastmr.com/catalog/publishers.aspx?pubid=1009>

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Country	United States
Industry	<a href="#">Consumer</a> , <a href="#">Services</a> , <a href="#">Entertainment</a>
Tags	<a href="#">Fragrance</a> , <a href="#">Reigniting</a> , <a href="#">Beauty</a>
Link	<a href="https://prlog.org/10957661">https://prlog.org/10957661</a>



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