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Fragrances in South Africa



Summary



- ✓ [Fragrances in South Africa report](#) offers a comprehensive guide to the size and shape of the market at a national level.
- ✓ It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.
- ✓ In 2016 fragrances recorded positive momentum, supported by growth of premium fragrances, while the mass segment also grew, though at a slightly lower rate.



- ✓ This would suggest a clear inclination towards more premium and branded products that represent status.
- ✓ Furthermore, there were more premium than mass launches during 2016, which also helped to boost the former's sales.

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***South Africa
Fragrances
Market***



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 Fragrances market;
- ✓ 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.

Related Report



- ✓ [Fragrances in Tunisia](#)
- ✓ [Fragrances in Hong Kong, China](#)
- ✓ [Fragrances in Morocco](#)
- ✓ [Fragrances in Algeria](#)
- ✓ [Fragrances in the Netherlands](#)

Full Report



Fragrances in South Africa

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