



Fragrances in the Philippines

April 2024

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Fragrances in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Buoyant demand for fragrances, alongside resumption of social activities and increase in marketing efforts

Influx of new arrivals across all price segments

Distribution landscape in a state of flux as players seek out new opportunities in e-commerce

PROSPECTS AND OPPORTUNITIES

Economic growth should boost demand while e-commerce retailers work on building trust in the authenticity of their products

E-commerce will offer further opportunities for players, although physical stores will continue to play an important role

Eau de parfum will remain a popular option due to its perceived ability to withstand humidity

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DISCLAIMER

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