



Fragrances in Ukraine

April 2024

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2023 DEVELOPMENTS

Fragrances begin to recover in 2023 from the major losses seen a year earlier

Premium fragrances outperforming their mass counterparts in 2023

Direct selling and e-commerce account for almost half of fragrances sales

PROSPECTS AND OPPORTUNITIES

Positive growth expected for fragrances over the forecast period

Men's fragrances to see faster growth, women's fragrances will continue to dominate sales

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DISCLAIMER

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