



Fragrances in Spain

April 2024

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Fragrances in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium fragrances outperform their mass counterparts as consumers seek to treat themselves

Unisex options remain niche in Spain, with gender-specific options preferred

Puig SL maintains lead in extremely brand-fragmented category

PROSPECTS AND OPPORTUNITIES

Consumers' desire for "affordable indulgence" will help to maintain sales

New legislation expected to boost focus on sustainability

Innovation expected to continue over the forecast period, from scents and formulations to new target audiences

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