

Beat: Local

MULTINATIONALS STILL SEEM OBSESSED WITH CELEBRITY FRAGRANCES

THE GLOBAL MARKET IS STILL GROWING

PARIS - NEW YORK - LOS ANGELES, 16.09.2015, 19:37 Time

USPA NEWS - The global market is still growing. Europe on the whole is rather flat, but there is growth coming from emerging markets. Western Europe remains challenged. Emerging markets continue to drive sales. Russia's fragrance business has been hit hard in light of the political situation...

The global market is still growing. Europe on the whole is rather flat, but there is growth coming from emerging markets. Western Europe remains challenged. Emerging markets continue to drive sales. Russia's fragrance business has been hit hard in light of the political situation. Brazil too, has been a slowdown due in part to the devaluation of the real.

In terms of projects, there is continued demand for flankers and niche fragrances. More brands are said to be creating juices specifically for certain prestige retailers. The share of niche fragrances continues to grow and used to be centralized in Paris, New York and London, but now it is more widespread. With all of the launches in the category, niche has become much more democratic.

Fragrances houses continue to expand their services and invest in the acquisition of new technologies or consumer insight tools. The technology is meant to build the company's reputation in the fine fragrance segment. Suppliers are putting more of a focus on securing direct sourcing through programs and partnerships to control the availability and quality of natural raw materials. The demand for increased quality in raw materials and fragrances is becoming an overall phenomenon, and is not just limited to the niche market. A company's size is no longer a guarantee that it is protected from a takeover.

Article online:

<https://www.uspa24.com/bericht-5351/multinationals-still-seem-obsessed-with-celebrity-fragrances.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD (Journalist/Director/Photographer)

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD (Journalist/Director/Photographer)

Editorial program service of General News Agency:

United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com

www.gna24.com