



Euromonitor
International

Fragrances in Estonia

May 2025

Table of Contents

Fragrances in Estonia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fragrances enjoys healthy growth driven by premium lines
Coty Inc reinforces its lead in fragrances
Retail e-commerce maintains a strong lead in fragrance distribution

PROSPECTS AND OPPORTUNITIES

Growth to moderate in fragrances placing reliance on innovation
Boundaries to blur between gendered fragrances
Innovation to bring personalised fragrances tailored to mood and skin

CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2019-2024
Table 2 - Sales of Fragrances by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Fragrances: % Value 2020-2024
Table 4 - LBN Brand Shares of Fragrances: % Value 2021-2024
Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024
Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024
Table 7 - Forecast Sales of Fragrances by Category: Value 2024-2029
Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Beauty and Personal Care in Estonia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2019-2024
Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fragrances-in-estonia/report.