



Euromonitor  
International

# Fragrances in Croatia

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## Fragrances in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Fragrances continue to benefit from the feel-good factor connected to wellbeing trends, with premium options in the lead  
Coty maintains its overall company lead, although Georgia Armani pips Gucci to the post  
Health and beauty specialists remain key for fragrances

#### PROSPECTS AND OPPORTUNITIES

Innovations will remain key to fragrances over the forecast period  
Mass body mists will remain on-trend over the forecast period  
Omnichannel strategies will remain crucial for fragrances

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## Beauty and Personal Care in Croatia - Industry Overview

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fragrances-in-croatia/report](http://www.euromonitor.com/fragrances-in-croatia/report).