

# Fragrances in Bosnia and Herzegovina

April 2024

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## Fragrances in Bosnia and Herzegovina - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Premium fragrances outperform mass counterparts Consumers switch to fragrances sets/kits Men continue to invest in fragrances as women prioritise other beauty products

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Fragrances to witness steady demand Premium fragrance sets/kits to record the strongest growth Fragrances that support health and wellbeing to emerge

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