



## Global Market Navigator

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### **Fragrances - Italy (2025)**

Fragrances - Italy by Mintel Market Sizes provides you with annual year-end market size data, most recently updated in 2025.

This market covers men's and women's fragrances. It excludes body sprays. Market size is based on all retail sales including direct to consumer.

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#### **Segmentation of this market**

- Men'S
- Women'S

#### **Compound annual growth rates**

Compound annual growth rate (CAGR) is provided for this market and is based on the last 5 years of available data.

#### **Socio-economic data**

Included with this snapshot is socio-economic data for Italy. Population, Consumer Price Index (CPI), Gross Domestic Product (GDP), Exchange Rates.

#### **Market Size & Forecast**

Market size for Fragrances - Italy is given in EUR with a minimum of five years' historical data. Market Forecast is provided for five years.

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