



Euromonitor
International

Fragrances in Sweden

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Lifestyle-Driven Beauty Deepens Fragrance Wardrobe Behaviour and Supports Trading up

Chart 2 - Sabrina Carpenter Fragrances Drive Lifestyle-Led Demand

Digital Consumer Journey Reshapes Fragrance Discovery through Social Media and Omnichannel Retail

Chart 3 - Kicks Promotes Armani "Power of You" Through TikTok Fragrance Campaign

Clean Reimagined Drives Differentiation in Premium and Niche Fragrances through Transparency and Refillable Formats

Chart 4 - Refillable Fragrances Gain Visibility in Swedish Beauty Media

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation Remains the Primary Value Driver as Niche and Artisanal Brands Gain Further Visibility

Fragrance Wardrobe Behaviour to Strengthen, Driving Demand for Smaller Formats and Discovery Sets

Digital, Omnichannel and Refillable Formats to Shape Category Development and Prestige Differentiation

Chart 8 - Analyst Insight for Fragrances

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Distributors Consolidate Market Control through Strategic Brand Realignment

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead as E-Commerce Expands through Omnichannel Strategies and Digital Discovery

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Fragrances

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Fragrances

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Sweden - Industry Overview

EXECUTIVE SUMMARY

Lifestyle-Driven Beauty Integrates Self-Care, Identity, and Aspirational Branding into Everyday Purchasing

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Lifestyle-Driven Beauty Integrates Self-Care, Identity, and Aspirational Branding into Everyday Purchasing

Chart 22 - Ida Warg Cocoa Self-Tanning Mousse 1H Express Highlights Lifestyle-Led Tanning

Sustainability Becomes a Baseline Expectation across Formulations, Packaging, and Retail Models

Chart 23 - Refillable Fragrances Gain Visibility in Swedish Beauty Media

The Digital Consumer Journey Reshapes Discovery, Validation, and Purchasing across Beauty and Personal Care

Chart 24 - KICKS Promotes Armani "Power of You" Through TikTok Fragrance Campaign

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Premium and Pharmacy Brands Set to Drive Steady Market Growth

Chart 28 - Analyst Insight for Beauty and Personal Care

Lifestyle-Driven Beauty and Fragmentation Set to Sustain Dynamic Growth in Premium and Niche Categories

Omnichannel Retail and Digital Engagement Set to Remain Central to Category Growth

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Key Distributors Sustain Leadership as Niche and Lifestyle Brands Gain Incremental Share

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Beauty Specialist Retailers Lead Premium Categories Whilst E-Commerce Expands through Established Omnichannel Ecosystems

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-sweden/report.