



STUDY THE PERFUME MARKET

A study of bestsellers in regional markets

Study of fragrance preferences by region.



CONTENT

Competitive intelligence.

- Overview of market figures.
- Understanding key factors of success for best-selling perfumes.
- Blind evaluation of the perfumes studied.

TOP 10 WORLD



OBJECTIVES

Discover and analyse fragrance trends in 3 different geographical zones :

- Europe.
- North America.
- South America



Anyone wishing to update their knowledge of the perfume market.



1 Teaching file



1 day (7 hours)