



STUDY THE PERFUME MARKET

Trends & Perspectives

Analysis of current and future fragrance trends.



OBJECTIVES

- Gain a global vision of the market.
- Complete and perfect your perfume knowledge



CONTENT

- Study of the strong trends of circuits :
 - Women's and men's selective perfumery and confidential perfumery over the past 3 years
- Identify the development axes of the tomorrow's perfumery



Anyone wishing to update their knowledge of the perfume market.



1 teaching file



1day (7 hours)