

Fragrances in Brazil

Market Direction | 2022-07-28 | 30 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Despite Brazil's position as the world's 13th-largest economy, the country holds the position of second-largest market for fragrances. The local average per capita expenditure on fragrances in 2021 matched the level of consumption by Canadians, despite Brazilians struggling with lower disposable incomes. Fragrances are a national passion and sales were expected to increase with the advancement of the vaccination programme and the resumption of social activities throughout the year. Nevertheless,...

Euromonitor International's Fragrances in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Mass Fragrances, Premium Fragrances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Fragrances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Fragrances in Brazil
Euromonitor International
July 2022

List Of Contents And Tables

FRAGRANCES IN BRAZIL

KEY DATA FINDINGS

2021 DEVELOPMENTS

Premium fragrances outperforms mass segment

Nostalgic appeal of local brands and demand for international fragrances

E-commerce gains further penetration in category dominated by face-to-face sales

PROSPECTS AND OPPORTUNITIES

Further exclusivity offered by niche fragrances in Brazil

AI for construction and the metaverse for dissemination offer new development areas for fragrances

Unstable scenario determines forecast

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2016-2021

Table 2 Sales of Fragrances by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Fragrances: % Value 2017-2021

Table 4 LBN Brand Shares of Fragrances: % Value 2018-2021

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2018-2021

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2018-2021

Table 7 Forecast Sales of Fragrances by Category: Value 2021-2026

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2021-2026

CHART 1 Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

CHART 2 Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

BEAUTY AND PERSONAL CARE IN BRAZIL

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Fragrances in Brazil

Market Direction | 2022-07-28 | 30 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-20"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com