

Fragrances in Brazil

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

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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.

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Euromonitor International
July 2022

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Summary 1 Research Sources

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