

## **Fragrances in Guatemala**

Market Direction | 2023-05-11 | 21 pages | Euromonitor

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### **Report description:**

Both mass and premium fragrances have recovered well from the pandemic era slump, in both value and volume terms. Premium fragrances is an important category within premium beauty and personal care, with Perco SA being a leading player with a very impressive portfolio, including brands Nautica, Hugo Boss, Giorgio Armani, Paco Rabanne, Carolina Herrera Men, and Chanel, among others. Within this scope, Perfumeria Fetiche remains the preferred outlet for premium fragrances in Guatemala and was dyna...

Euromonitor International's Fragrances in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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Both mass and premium fragrances recover well after the pandemic era slump  
Avon launches the new Sensus fragrances line to stimulate slowly-reviving sales  
Leading Scentia launches occasion-targeted scents to boost its portfolio

#### PROSPECTS AND OPPORTUNITIES

Fragrances expected to maintain sustained growth, thanks to ongoing brand activity  
Modern channel will remain key for fragrances  
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