

Fragrances in Peru

Market Direction | 2023-05-02 | 20 pages | Euromonitor

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Report description:

Fragrances was the most dynamic beauty and personal care category in 2021, after seeing one of the heaviest losses in 2020. This growth was triggered in part by the increased demand resulting from people resuming their activities outside the home and therefore once again looking to wear fragrances. This demand was also fuelled by promotions, mainly from direct sellers. However, value growth was also driven by price rises resulting from the weakening of the local currency, which in turn led to an...

Euromonitor International's Fragrances in Peru 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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Table of Contents:

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List Of Contents And Tables

FRAGRANCES IN PERU

KEY DATA FINDINGS

2022 DEVELOPMENTS

The resumption in society and return to pre-pandemic lifestyles benefit sales of fragrances

Mass fragrances retains its dominance while premium brands change strategy to improve sales

Fragrances sets/kits remains a seasonal product

PROSPECTS AND OPPORTUNITIES

Direct sellers remains an important channel for fragrances over the forecast period

Retail e-commerce continues growing over the forecast period

Local and artisanal fragrances gain ground in the Peruvian market

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2017-2022

Table 2 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Fragrances: % Value 2018-2022

Table 4 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 7 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN PERU

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 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 2017-2022

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 15 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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