

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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