

Fragrances in Uruguay

Market Direction | 2023-05-12 | 21 pages | Euromonitor

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Report description:

Fragrances enjoyed a second year of retail volume growth in 2022, with current value sales achieving strong double-digit increases. Much of this growth is linked to strong performance in premium fragrances, reflecting the global trend towards premiumisation seen in many beauty and personal care markets. Unlike some other countries in the region, Uruguay has a relatively stable and developed economy, which benefits the development of premium fragrances. In addition, premium fragrances have taken...

Euromonitor International's Fragrances in Uruguay 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:

Fragrances in Uruguay
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List Of Contents And Tables

FRAGRANCES IN URUGUAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances category is driven by premiumisation trend

Premium brands attract customers with bigger focus on promotions and appeal of unisex offerings

L'Oreal Uruguay leads the category followed by Natura (Avon)

PROSPECTS AND OPPORTUNITIES

E-commerce to gain importance in sale of fragrances

More aggressive promotional strategies anticipated

Direct sellers must adopt a multi-channel strategy to reverse lost retail share

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 URUGUAY

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 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 17 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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