

## **Fragrances in Brazil**

Market Direction | 2023-07-19 | 30 pages | Euromonitor

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### **Report description:**

Fragrances emerged as the driving force behind the growth of the beauty and personal care industry in 2022, a year marked by the resurgence of demand for discretionary products, increases in prices, and the return of socialisation. With double-digit growth in the category, Brazil maintained its position as the fourth largest global market for fragrances, despite the unstable socioeconomic/political scenario. 2022 was marked by a heated and polarised election campaign, which directly impacted con...

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 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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FRAGRANCES IN BRAZIL

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