

## **Fragrances in Argentina**

Market Direction | 2024-04-12 | 23 pages | Euromonitor

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### **Report description:**

During 2023, fragrances in Argentina recorded triple-digit retail value growth, driven by rising inflation and price increases. However, 2023 saw the end of a boom in sales for premium fragrances. During 2021 and 2022, volume sales experienced a strong increase, driven by COVID-19 restrictions. With travel restrictions in place, consumers could not buy premium fragrances at duty-free shops, where prices are more competitive than at local retailers. As such, this drove sales in the local market.

Euromonitor International's Fragrances in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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