

Fragrances in Colombia

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

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Report description:

Despite the high cost of living, fragrances continued to perform well, with the category proving its resilience in Colombia in 2023. Premium fragrances outperformed the mass segment due to price rises, which have clearly had an impact on value growth, though consumers are spending more on fragrances for different reasons too. As consumers focus on wellbeing, fragrances represent a state of mind and bring out and express a consumer's mood. Therefore, manufacturers have invested in launching new s...

Euromonitor International's Fragrances in Colombia 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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