

Fragrances in Uruguay

Market Direction | 2024-04-30 | 24 pages | Euromonitor

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Report description:

Fragrances continued to record positive volume growth in 2023 as the return to pre-pandemic lifestyles meant that there was more need for local people to wear fragrances amidst a return to working and socialising outside of the home on a daily basis. Although volume growth is slowing down with each passing year as the category recovers from the impact of the COVID-19 pandemic, the situation for brands active in fragrances looks very promising. This is not least as the category has been much less...

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 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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FRAGRANCES IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for fragrances continues to rise due to less influence from cross-border trade

The retail distribution of fragrances expands throughout Uruguay as e-commerce booms

L'Oreal is strong in premium fragrances, while direct seller Natura is strong in the mass segment

PROSPECTS AND OPPORTUNITIES

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