

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

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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

Rising demand for premium fragrances to underpin positive volume and value growth

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