

Fragrances in Costa Rica

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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Report description:

The premium segment continued to outperform its mass counterpart in volume and current value growth terms in fragrances in Costa Rica in 2023. While this was mainly because sales in the former were increasing from a much lower base, premium brands were also the chief beneficiaries of improvements in confidence and purchasing power among consumers brought about by a dramatic reduction in inflationary pressures. In addition, with life largely returning to normal in the wake of COVID-19, many peopl...

Euromonitor International's Fragrances in Costa Rica 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 COSTA RICA

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2023 DEVELOPMENTS

Premium segment benefits most from improvements in purchasing power
Use of celebrities and influencers as brand ambassadors remains widespread
Storytelling campaigns increasingly employed to appeal to younger consumers

PROSPECTS AND OPPORTUNITIES

More fragrances brands likely to be made available in sets/kits
Fast fashion fragrances will continue to gain popularity as "dupes"
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