

Fragrances in Brazil

Market Direction | 2024-07-23 | 31 pages | Euromonitor

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Report description:

The slow recovery of the Brazilian economy marked 2023. GDP grew by 3% compared with the previous year, while GDP per capita reached BRL50,194 in current value terms, an increase of 2% compared with 2022. This result translated positively into household consumption, which rose by 3%, with a greater emphasis on semi-durable and non-durable goods. It is no news that fragrances occupy a privileged position in Brazilians' preference amongst non-durable consumer goods. Therefore, the positive economy...

Euromonitor International's Fragrances in Brazil 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2024

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FRAGRANCES IN BRAZIL

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Fragrances thrives amidst double-digit value growth, while "dupe culture" emerges as a strategy to mitigate price increases

Rising temperatures act as a driver for the substitution effect from fragrances to body splashes

Slowdown in premium demand impacts retail e-commerce growth, while direct selling remains the main distribution channel

PROSPECTS AND OPPORTUNITIES

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