

Uruguay Perfume Market Report and Forecast 2025-2034

Market Report | 2025-07-14 | 104 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$3599.00
- Five User License \$4249.00
- Corporate License \$5099.00

Report description:

The Uruguay perfume market attained a value of nearly USD 63.81 Million in 2024. The market is assessed to grow at a CAGR of 5.30% between 2025 and 2034 to reach a value of around USD 106.95 Million by 2034.

Key Trends in the Market

Perfume refers to a mixture, extract, or preparation that emits a pleasant or distinct fragrance. It is typically manufactured by collecting, extracting, blending, and ageing of natural materials such as flowers, wood, or plants. Perfumes can also be made from synthetic or artificially modified ingredients, like by-products of petroleum.

- Increasing inclination of the Uruguayan population towards beauty and grooming, fuelled by the wide availability of personal care products on diverse sales channels, including e-commerce platforms, is anticipated to garner the Uruguay market for perfume in the forecast period.
- Growing preference for premium personal care products among the youth, owing to rising disposable incomes and the increasing promotion of luxury products, including perfumes, through social media and celebrity endorsements, is fuelling the Uruguay perfume market growth.
- The growing demand for natural personal care products, the rising trend of health and wellness, and the increasing focus on sustainability are driving the demand for perfumes made from natural ingredients that support general holistic well-being.

Market Segmentation

The EMR's report titled "Uruguay Perfume Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Market Breakup by Gender

- Men
- Women
- Unisex

Market Breakup by Price Range

- Mass
- Mid-Premium
- Premium

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Speciality Stores
- Online
- Others

Market Share by Gender

Women represent a healthy share of the Uruguay perfume market due to their increasing participation in workforce and the association of fragrances with good hygiene. Perfumes are also known to enhance self-confidence while reducing anxiety, stress, or mood disorders. Moreover, market players such as Prada are increasingly launching innovative perfumes and new fragrances targeted at women.

Meanwhile, unisex and men perfumes are expected to gain traction in the coming years amid the surging focus on grooming among men and the increasing development of gender-neutral scents.

Market Share by Price Range

Based on price range, the premium segment contributes to a significant revenue share in the Uruguay perfume market. Increasing awareness pertaining to the use of fine and natural ingredients and the long-lasting scent of premium perfumes is driving the segment growth.

Rising disposable income, supported by the growing number of young working professionals, is boosting the sales of premium perfumes in the country. Moreover, according to several research studies, the use of premium perfumes has been linked with high confidence and enhanced self-esteem, which is another crucial driving factor of the market.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the key players in the Uruguay perfume market, covering their competitive landscape and latest developments like mergers, acquisitions, investments and expansion plans.

ANTONIO PUIG SA.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

ANTONIO PUIG SA. is a leading fashion and fragrance company which manufactures and sells cosmetics, bags, shoes, belts, and perfumes, among others. It was founded in 1914 and is headquartered in Barcelona, Spain.

Dolce & Gabbana S.r.l.

Dolce & Gabbana S.r.l. is a luxury fashion house founded in 1985 and headquartered in Milan, Italy. The company offers clothing, leather goods, footwear products, fragrances, and related accessories, among others.

Chanel Limited

Chanel Limited is a luxury fashion company which develops, manufactures, and distributes luxury goods and accessories. It was established in 1925 and is currently headquartered in London, the United Kingdom.

Other market players include Calvin Klein, Inc., Guccio Gucci S.p.A., Victoria's Secret & Co., L'Oreal S.A., and Christian Dior SE, among others.

Table of Contents:

1 Executive Summary
1.1 Market Size 2024-2025
1.2 Market Growth 2025(F)-2034(F)
1.3 Key Demand Drivers
1.4 Key Players and Competitive Structure
1.5 Industry Best Practices
1.6 Recent Trends and Developments
1.7 Industry Outlook
2 Market Overview and Stakeholder Insights
2.1 Market Trends
2.2 Key Verticals
2.3 Key Regions
2.4 Supplier Power
2.5 Buyer Power
2.6 Key Market Opportunities and Risks
2.7 Key Initiatives by Stakeholders
3 Economic Summary
3.1 GDP Outlook
3.2 GDP Per Capita Growth
3.3 Inflation Trends
3.4 Democracy Index
3.5 Gross Public Debt Ratios
3.6 Balance of Payment (BoP) Position
3.7 Population Outlook
3.8 Urbanisation Trends
4 Country Risk Profiles
4.1 Country Risk

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.2 Business Climate
- 5 Uruguay Perfume Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Uruguay Perfume Historical Market (2018-2024)
 - 5.3 Uruguay Perfume Market Forecast (2025-2034)
- 6 Uruguay Perfume Market by Gender
 - 6.1 Men
 - 6.1.1 Historical Trend (2018-2024)
 - 6.1.2 Forecast Trend (2025-2034)
 - 6.2 Women
 - 6.2.1 Historical Trend (2018-2024)
 - 6.2.2 Forecast Trend (2025-2034)
 - 6.3 Unisex
 - 6.3.1 Historical Trend (2018-2024)
 - 6.3.2 Forecast Trend (2025-2034)
- 7 Uruguay Perfume Market by Price Range
 - 7.1 Mass
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Mid-Premium
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 Premium
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
- 8 Uruguay Perfume Market by Distribution Channel
 - 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Speciality Stores
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 Online
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.4 Others
- 9 Market Dynamics
 - 9.1 SWOT Analysis
 - 9.1.1 Strengths
 - 9.1.2 Weaknesses
 - 9.1.3 Opportunities
 - 9.1.4 Threats
 - 9.2 Porter's Five Forces Analysis
 - 9.2.1 Supplier's Power
 - 9.2.2 Buyers Powers
 - 9.2.3 Threat of New Entrants
 - 9.2.4 Degree of Rivalry

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.2.5 Threat of Substitutes
- 9.3 Key Indicators for Demand
- 9.4 Key Indicators for Price
- 10 Competitive Landscape
- 10.1 Supplier Selection
- 10.2 Key Global Players
- 10.3 Key Regional Players
- 10.4 Key Player Strategies
- 10.5 Company Profiles
- 10.5.1 ANTONIO PUIG SA.
- 10.5.1.1 Company Overview
- 10.5.1.2 Product Portfolio
- 10.5.1.3 Demographic Reach and Achievements
- 10.5.1.4 Certifications
- 10.5.2 Dolce & Gabbana S.r.l.
- 10.5.2.1 Company Overview
- 10.5.2.2 Product Portfolio
- 10.5.2.3 Demographic Reach and Achievements
- 10.5.2.4 Certifications
- 10.5.3 Chanel Limited
- 10.5.3.1 Company Overview
- 10.5.3.2 Product Portfolio
- 10.5.3.3 Demographic Reach and Achievements
- 10.5.3.4 Certifications
- 10.5.4 Calvin Klein, Inc.,
- 10.5.4.1 Company Overview
- 10.5.4.2 Product Portfolio
- 10.5.4.3 Demographic Reach and Achievements
- 10.5.4.4 Certifications
- 10.5.5 Guccio Gucci S.p.A.
- 10.5.5.1 Company Overview
- 10.5.5.2 Product Portfolio
- 10.5.5.3 Demographic Reach and Achievements
- 10.5.5.4 Certifications
- 10.5.6 Victoria's Secret & Co.
- 10.5.6.1 Company Overview
- 10.5.6.2 Product Portfolio
- 10.5.6.3 Demographic Reach and Achievements
- 10.5.6.4 Certifications
- 10.5.7 L'Oreal S.A.
- 10.5.7.1 Company Overview
- 10.5.7.2 Product Portfolio
- 10.5.7.3 Demographic Reach and Achievements
- 10.5.7.4 Certifications
- 10.5.8 Christian Dior SE
- 10.5.8.1 Company Overview
- 10.5.8.2 Product Portfolio

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

10.5.8.3 Demographic Reach and Achievements

10.5.8.4 Certifications

10.5.9 Others

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Uruguay Perfume Market Report and Forecast 2025-2034

Market Report | 2025-07-14 | 104 pages | EMR Inc.

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3599.00
	Five User License	\$4249.00
	Corporate License	\$5099.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com