

Fragrances in Brazil

Industry Report | 2025-08-07 | 42 pages | MarketLine

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Report description:

Fragrances in Brazil

Summary

Fragrances in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Fragrances market includes the retail sales of female fragrances, male fragrances, fragrances set, and unisex fragrances. Market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Brazilian fragrances market recorded revenues of \$6,490.1 million in 2024, representing a negative compound annual growth rate (CAGR) of 3.5% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.7% between 2019-24, reaching a total of 199.8 million units in 2024.
- The contracted growth of the Brazilian fragrances market during 2019-24 can be attributed to the prolonged economic volatility, including inflationary pressures and weak consumer confidence, which likely suppressed discretionary spending on nonessential items like perfumes.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the fragrances market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fragrances market in

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Brazil

- Leading company profiles reveal details of key fragrances market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil fragrances market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Brazil fragrances market by value in 2024?
- What will be the size of the Brazil fragrances market in 2029?
- What factors are affecting the strength of competition in the Brazil fragrances market?
- How has the market performed over the last five years?
- Who are the top competitors in Brazil's fragrances market?

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