

Fragrances in Mexico

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

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Report description:

Fragrances in Mexico

Summary

Fragrances in Mexico industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 Mexican fragrances market recorded revenues of \$1,992.4 million in 2024, representing a compound annual growth rate (CAGR) of 6.7% between 2019-24.
- Market consumption volume increased with a CAGR of 1.4% between 2019-24, reaching a total of 27.6 million units in 2024.
- The healthy growth of the Mexican fragrances market during 2019-24 can be attributed to the strong cultural affinity for daily fragrance use, which helped sustain demand even during the pandemic, alongside the resilience of direct-selling channels led by players like Avon, Natura, and Jafra that maintained consumer access during retail shutdowns.

Scope

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

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- 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 Mexico fragrances market with five year forecasts

Reasons to Buy

- What was the size of the Mexico fragrances market by value in 2024?
- What will be the size of the Mexico fragrances market in 2029?
- What factors are affecting the strength of competition in the Mexico fragrances market?
- How has the market performed over the last five years?
- What are the main segments that make up Mexico's fragrances market?

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