

Fragrances in Brazil

July 2023

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Fragrances in Brazil - Category analysis

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2022 DEVELOPMENTS

Fragrances is the biggest beauty star, and premium continues to outperform mass

Fragrances are established as a visual experience and a vector of emotions

Bricks-and-mortar stores make a strong comeback, with apparel and footwear specialists emerging as a key channel

PROSPECTS AND OPPORTUNITIES

The return of socialisation and premium brands will continue driving growth

Climate change is influencing company strategy, with the adaptation of ingredients and formats

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DISCLAIMER

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