

Fragrances in Uruguay

April 2024

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Fragrances in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for fragrances continues to rise due to less influence from cross-border trade
The retail distribution of fragrances expands throughout Uruguay as e-commerce booms
L'Oréal is strong in premium fragrances, while direct seller Natura is strong in the mass segment

PROSPECTS AND OPPORTUNITIES

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Omnichannel strategies set to become a more important driver of growth in fragrances
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DISCLAIMER

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