

Fragrances in Costa Rica

April 2024

Table of Contents

Fragrances in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium segment benefits most from improvements in purchasing power

Use of celebrities and influencers as brand ambassadors remains widespread

Storytelling campaigns increasingly employed to appeal to younger consumers

PROSPECTS AND OPPORTUNITIES

More fragrances brands likely to be made available in sets/kits

Fast fashion fragrances will continue to gain popularity as “dupes”

Lack of availability of certain brands will temper expansion of premium segment

CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2018-2023

Table 2 - Sales of Fragrances by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Fragrances: % Value 2019-2023

Table 4 - LBN Brand Shares of Fragrances: % Value 2020-2023

Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 7 - Forecast Sales of Fragrances by Category: Value 2023-2028

Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Beauty and Personal Care in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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