

Fragrances in Ecuador

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Dominant distribution channel direct selling continues to recover from the pandemic
Yanbal stands out due to huge investment in marketing and product development
Contraband, counterfeits and imitations challenge official retail sales of fragrances

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Unisex fragrances to become more attractive during the forecast period
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Removal of import tariffs from EU imports to benefit premium fragrances

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DISCLAIMER

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