

Fragrances - Brazil - September 2017

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“The fragrance market in Brazil is unique: the strength of national brands is significant and ensures the category retail sales a good performance. Many Brazilians use national fragrances bought in physical stores. However, the category has some obstacles to overcome, such as fake products and e-commerce sales difficulties”.

– **Juliana Martins, Beauty and Personal Care Senior Analyst**

This report looks at the following areas:

- The market lacks products for older consumers
- Taxation and falsification damage the sales of fragrances in Brazil
- Impossibility to feel the scents of fragrances can be a barrier to online sales

Thanks to the strength of national brands, the fragrance market in Brazil hasn't been so affected by the economic recession of the last years. In addition, new sales channels may influence even more the consumption habits related to fragrances. Fashion brands, such as Zara, Riachuelo, and others have expanded their businesses and started to offer beauty products and fragrances in their stores. Retail sales are expected to keep growing in the coming years, but at a lower rate compared to pre-recession years.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Perfumes are one of the most forged products in Brazil

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Fragrance retail sales have been expanding

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National brands invest in perfumes

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