

October 2017

Fragrances - Brazil

“The fragrance market in Brazil is unique: the strength of national brands is significant and ensures the category retail sales a good performance, despite the economic recession. Mintel data shows that a majority of Brazilians use national fragrances bought in physical stores. However, the category has some obstacles to overcome ...

July 2017

E-commerce - Brazil

“The online sales channels have been evolving in Brazil. Although it's not so big compared to countries like the United States, the Brazilian e-commerce market is being transformed and consumers have access to all the devices needed to do their online shopping (laptops, smartphones, and tablets). It is important, however ...