

Fragrances - Brazil - October 2014

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“Brazilian fragrance wearers are experiencing a developing category, and are able to choose between national and imported products that are available either online, at physical stores, or through catalog sales representatives. These consumers are mostly interested in new launches and new brands.”

– Sheila Salina, Senior Analyst

This report looks at the following areas:

- What are Brazilians' main habits and reasons for wearing fragrances?
- How much do Brazilians understand about fragrances (eg essence concentration and fragrance families)?
- What are the top influencers when choosing a fragrance?
- What are Brazilians' attitudes toward usage and purchasing of fragrances?

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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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