

Fragrances - Brazil - November 2016

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"The fragrance market in Brazil is growing, especially men's fragrances, showing an opportunity for brands to explore other formats to appeal to male consumers. Considering consumers in general, some products help maintain frequency of use of the category, such as products that promise long-lasting fragrances, and more affordable fragrances, such as body mists and scented lotions."

Naira Sato, Research Analyst

This report looks at the following areas:

- Multifunctional scented lotions can increase frequency of use
- Sample kits could increase sales in the category
- Customized fragrances offer variety and value for money

Definition

The fragrance market

Information about sales (retail and direct to consumers) and innovation refer to men's, women's, and unisex fragrances (included in the women's segment) of parfum, eau de parfum, eau de toilette, eau de cologne, aftershave lotions, and deo cologne. It includes mid/large scale fragrances, as well as luxury fragrances. Sales of women's body sprays, shaving lotions, and children's fragrances were not considered for this Report.

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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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Sample kits could increase sales in the category

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Customized fragrances offer variety and value for money

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The Market – What You Need to Know

Consumers might be using fragrances less frequently or opting for more value-for-money products

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Fragrances are less affected by the economic crisis

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The fragrances market is expected to grow, but at a slower pace
 Figure 8: Forecast for the fragrance retail market, by value, 2011-21

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- Unisex world
- Cross-category partnerships
- Refreshing scented sprays
- Artisan/natural products

Companies, Brands, and Innovation – What You Need to Know

- O Boticário was market leader in 2015
- Opportunities for solid fragrances and scented oils
- Line extension: changing the fragrance, maintaining its essence

Market Share

- O Boticário was the leader in the fragrance market in 2015
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- New fragrance formats deliver benefits demanded by consumers
- Offering variety within the same line of fragrances

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Refill packaging can also be used by fragrances with a more premium positioning

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