

Fragrances - Brazil - November 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

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"The fragrance market in Brazil has had one of the best performances in recent years. The national brands expanded their sales channels and brought new fragrances to the market. The category has innovated with scents and not with products. Offering different formats can help brands stand out and boost consumption."

- Juliana Martins, Beauty and Personal Care Senior Specialist

This report looks at the following areas:

- The fragrance market could innovate more
- Consumers should be better educated about fragrances
- Older consumers believe fragrances are too personal to receive as a gift
- National inputs could help the market reduce the dollar impact
- Fragrance primers could help prolong the scent
- Brands could invest in energizing fragrances for women

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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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National brands play a big role in sales growth

Economic and climate factors may influence the category

Men's fragrances with insect repellent open space for innovation

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Expansion of sales channels may have influenced the retail growth

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High US dollar can encourage use of domestic ingredients

Lighter fragrances offer opportunities, particularly in warmer regions

Brands invest in fragrances for men in Brazil

Diseases caused by mosquitoes can bring opportunities

Key Players – What You Need to Know

National brands invest in fragrances

Brands invest in campaigns and well-known names to publicize new products

Sustainability, relaxation, and seasonality are trending

Market Share

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