

Fragrances - Innovation Ideas for the Industry - Brazil - December 2019

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

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“Fragrances are part of Brazilians’ beauty routine and the different ways of using them and the various categories of products influence consumer purchasing behavior.”
– Ana Paula Gilsogamo, Research Analyst

This report looks at the following areas:

- Search for more information on chemicals should impact the market
- Laws and campaigns dealing with the usage of plastic straws raise discussions on packaging materials and sustainable alternatives
- eCommerce growth can impact the fragrance market

Fragrances are part of Brazilians’ beauty routine, with different ways of using them and various categories of products available. In addition to perfumes and colognes, beauty products such as skincare and haircare items, as well as deodorants, can invest in fragrances as a way to differentiate themselves from competitors and attract the attention of consumers, since the scent is a very important attribute for Brazilians when choosing products in these categories.

Another opportunity is exploring healthy options, both for the consumer and for the environment, by offering “sustainable” fragrances. Furthermore, the search for a scent that is unique indicates that consumers have a great interest in customized fragrances.

In order to attract consumers and stand out in the midst of great competition, brands and products may offer possibilities of customization and personalization and invest in sustainable fragrances, long-lasting options and items that restore the fragrance throughout the day.

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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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