

# Fragrance - Brazil - 2021

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## This report looks at the following areas:

- Impact of COVID-19 on fragrance in short, medium and long term
- Current consumption of scented products
- Usage frequency of scented products (now and after the pandemic)
- Reasons for the use of perfumed products
- Use and purchase behavior of scented products

Despite having adopted more minimalist habits in other beauty categories, Brazilians have kept using scented products in their routines. During the pandemic, the use of scented products has helped consumers relax and relieve tension in a moment of uncertainty, whether through the use of perfumes or through investing in household air care items, a segment that has grown due to social isolation. The online shopping of scented products has brought the need to invest in more convenient experimentation experiences, adapted to new demands for hygiene and safety in product testing.

The worsening of the socioeconomic conditions has led many consumers to opt for more affordable versions of their favorite scented products, opening an opportunity for national brands to invest in cheaper formulas, but still offering the expected benefits. The return of social interactions and the use of perfumes outside the home mean that brands can innovate by exploring claims related to protection against microorganisms or offering formats that facilitate application on-the-go.



“Brazilian consumers have always been known for the assiduous use of scented products. During the pandemic, they have kept consuming fragrant products as an important part of their routine. In times of uncertainty and financial difficulties, Brazilian consumers have tried to find in fragrances a way to connect to their past and their identity.”

– Amanda Caridad, Beauty and Personal Care Sr Analyst

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