

Fragrances – Brazil – 2023

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This report looks at the following areas:

- Usage of scented products
- Favorite scents by scented product type
- Scented products usage occasions
- Purchasing drivers in scented products
- Interest and willingness to pay more for innovations in scented products
- Behaviors toward scented products

Brazilian consumers have continued to prioritize the use of scented products in their beauty routines, both indoors and out. They are more likely to stick with brands and fragrances they already know, while experimentation is a determining factor for buying scented products. This poses challenges to experimentation of new products and indicates the need for brands to continue to invest in interaction with customers, whether through physical or online channels.

Since smell is directly connected to the limbic system, the part of the brain where memories and emotions are stored, scents can awaken sensations. The survey conducted for this Report demonstrates how the category can explore this benefit and innovate by developing formulas that help women deal with their hormonal fluctuations or that help men improve their sexual health through formulas that boost their confidence.

The interest and willingness to pay more for formulas with ethical and sustainable credentials reflects how the clean beauty movement has been gaining traction in several segments of the beauty industry. Thanks to its rich biodiversity and vast alcohol production, Brazil can stand out on the world stage.



“The use of scented products is essential in the routines of Brazilian consumers, regardless of whether they are inside or outside the house.

– **Amanda Caridad, Beauty and Personal Care Senior Analyst – Latam**

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