

Fragrances in Brazil

July 2023

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Fragrances in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances is the biggest beauty star, and premium continues to outperform mass

Fragrances are established as a visual experience and a vector of emotions

Bricks-and-mortar stores make a strong comeback, with apparel and footwear specialists emerging as a key channel

PROSPECTS AND OPPORTUNITIES

The return of socialisation and premium brands will continue driving growth

Climate change is influencing company strategy, with the adaptation of ingredients and formats

From digital to physical, fragrances follows the path dictated by skin care

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