

Fragrances in Portugal

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Opposing trends noted on the premium and mass landscapes in 2023 lconic brands register a solid performance through strong recognition Consumers looking for price deals favour alternative channels

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Growth in retail volume, however, retail value is impacted by price promotions Manufacturers focus on sustainable practices and eco-friendly positionings New distribution patterns challenge traditional beauty specialists

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DISCLAIMER

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