

Fragrances in Uruguay

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Table of Contents

Fragrances in Uruguay - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances category is driven by premiumisation trend

Premium brands attract customers with bigger focus on promotions and appeal of unisex offerings

L'Oréal Uruguay leads the category followed by Natura (Avon)

PROSPECTS AND OPPORTUNITIES

E-commerce to gain importance in sale of fragrances

More aggressive promotional strategies anticipated

Direct sellers must adopt a multi-channel strategy to reverse lost retail share

CATEGORY DATA

- Table 1 Sales of Fragrances by Category: Value 2017-2022
- Table 2 Sales of Fragrances by Category: % Value Growth 2017-2022
- Table 3 NBO Company Shares of Fragrances: % Value 2018-2022
- Table 4 LBN Brand Shares of Fragrances: % Value 2019-2022
- Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022
- Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022
- Table 7 Forecast Sales of Fragrances by Category: Value 2022-2027
- Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

Beauty and Personal Care in Uruquay - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

- Table 9 Sales of Beauty and Personal Care by Category: Value 2017-2022
- Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
- Table 14 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
- Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
- Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
- Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 - Research Sources

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