

Fragrances in Ecuador

April 2024

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Fragrances in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dominant distribution channel direct selling continues to recover from the pandemic Yanbal stands out due to huge investment in marketing and product development Contraband, counterfeits and imitations challenge official retail sales of fragrances

PROSPECTS AND OPPORTUNITIES

Unisex fragrances to become more attractive during the forecast period Cross-border e-commerce expected to continue gaining traction Removal of import tariffs from EU imports to benefit premium fragrances

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