

Fragrances in Mexico

June 2023

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Fragrances in Mexico - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances sees a strong recovery as consumers return to their old routines Consumers invest in premium fragrances to help elevate their mood Fragrances benefit from the growing desire to smell clean as well as feel clean

PROSPECTS AND OPPORTUNITIES

The desire for affordable luxury set to drive demand for premium fragrances Gifting likely to play a key role in sales of fragrances Sustainability a growing concern for manufacturers

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DISCLAIMER

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