

# 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

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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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