

Fragrances in Argentina

April 2024

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Fragrances in Argentina - Category analysis

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2023 DEVELOPMENTS

Low sales for premium fragrances as duty-free opens and import restrictions challenge growth Local production and cheaper price points drives growth for mass fragrances

Changes on the distribution landscape while Natura Argentina SA retains the lead

PROSPECTS AND OPPORTUNITIES

Refill store for mass fragrances opens, with expansion planned for the forecast period Rising prospects for premium fragrances as import restrictions are set to change Smaller sizes gain ground during a time of rising price points

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