

Fragrances in Costa Rica

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium segment benefits most from improvements in purchasing power
Use of celebrities and influencers as brand ambassadors remains widespread
Storytelling campaigns increasingly employed to appeal to younger consumers

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More fragrances brands likely to be made available in sets/kits
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Lack of availability of certain brands will temper expansion of premium segment

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DISCLAIMER

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