

Fragrances in Argentina

May 2022

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Fragrances in Argentina - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Rebound of volume sales thanks to relaxation of restrictions, lack of access to duty-free stores and promotions from domestic retailers

Natura Argentina maintains lead and shifts to more local production

E-commerce continues its upward march in fragrances

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DISCLAIMER

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Summary 1 - Research Sources

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