

Fragrances in Brazil

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Abstracts

Fragrances in Brazil

SUMMARY

Fragrances in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The fragrances market consists of retail sales of female fragrances, male fragrances and unisex fragrances. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Brazilian fragrances market had total revenues of \$5,339.3m in 2019, representing a compound annual growth rate (CAGR) of 4.6% between 2015 and 2019.

Market consumption volume increased with a CAGR of 3.6% between 2015 and 2019, to reach a total of 128.6 million units in 2019.

Despite unstable economic conditions such as increasing inflation and poverty in the country, the market recorded strong growth during the review period.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the fragrances market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fragrances market in Brazil

Leading company profiles reveal details of key fragrances market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil fragrances market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Brazil fragrances market by value in 2019?

What will be the size of the Brazil fragrances market in 2024?

What factors are affecting the strength of competition in the Brazil fragrances market?

How has the market performed over the last five years?

Who are the top competitors in Brazil's fragrances market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Brazilian fragrances market?
- 7.3. Which companies have been most successful in increasing their market share since 2015?
- 7.4. Which companies' market share suffered between 2015 and 2019?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the most significant M&A deals in the Brazil fragrances market over the last four years?

8 COMPANY PROFILES

- 8.1. Grupo Boticario
- 8.2. Natura & Co
- 8.3. Avon Products Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Brazil fragrances market value: \$ million, 2015-19
- Table 2: Brazil fragrances market volume: million units, 2015-19
- Table 3: Brazil fragrances market category segmentation: \$ million, 2019
- Table 4: Brazil fragrances market geography segmentation: \$ million, 2019
- Table 5: Brazil fragrances market distribution: % share, by value, 2019
- Table 6: Brazil fragrances market value forecast: \$ million, 2019-24
- Table 7: Brazil fragrances market volume forecast: million units, 2019-24
- Table 8: Brazil fragrances market share: % share, by value, 2019
- Table 9: Grupo Boticario: key facts
- Table 10: Grupo Boticario: Key Employees
- Table 11: Natura & Co: key facts
- Table 12: Natura & Co: Annual Financial Ratios
- Table 13: Natura & Co: Annual Financial Ratios (Continued)
- Table 14: Natura & Co: Key Employees
- Table 15: Avon Products Inc: key facts
- Table 16: Avon Products Inc: Key Employees
- Table 17: Avon Products Inc: Key Employees Continued
- Table 18: Brazil size of population (million), 2015-19
- Table 19: Brazil gdp (constant 2005 prices, \$ billion), 2015-19
- Table 20: Brazil gdp (current prices, \$ billion), 2015-19
- Table 21: Brazil inflation, 2015-19
- Table 22: Brazil consumer price index (absolute), 2015-19
- Table 23: Brazil exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

- Figure 1: Brazil fragrances market value: \$ million, 2015-19
- Figure 2: Brazil fragrances market volume: million units, 2015-19
- Figure 3: Brazil fragrances market category segmentation: % share, by value, 2019
- Figure 4: Brazil fragrances market geography segmentation: % share, by value, 2019
- Figure 5: Brazil fragrances market distribution: % share, by value, 2019
- Figure 6: Brazil fragrances market value forecast: \$ million, 2019-24
- Figure 7: Brazil fragrances market volume forecast: million units, 2019-24
- Figure 8: Forces driving competition in the fragrances market in Brazil, 2019
- Figure 9: Drivers of buyer power in the fragrances market in Brazil, 2019
- Figure 10: Drivers of supplier power in the fragrances market in Brazil, 2019
- Figure 11: Factors influencing the likelihood of new entrants in the fragrances market in Brazil, 2019
- Figure 12: Factors influencing the threat of substitutes in the fragrances market in Brazil, 2019
- Figure 13: Drivers of degree of rivalry in the fragrances market in Brazil, 2019
- Figure 14: Brazil fragrances market share: % share, by value, 2019

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