

Perfume Market in Latin America 2021

<https://marketpublishers.com/r/PD09B2C872BFEN.html>

Date: January 2022

Pages: 20

Price: US\$ 1,650.00 (Single User License)

ID: PD09B2C872BFEN

Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. A study by StrategyHelix indicates that the perfume market in Latin America is expected to increase by US\$ 11,392 million from 2021 to 2027, garnering a CAGR of 10.5% during the forecast period. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for perfume. The Latin America perfume market is segmented on the basis of price range, consumer group, distribution channel, and country. Based on price range, the perfume market in Latin America is categorized into prestige product, mass product. In Latin America, the mass product segment made up the largest share of the perfume market. On the basis of consumer group, the perfume market in Latin America has been segmented into men, women, unisex. The women segment captured the largest share of the market in 2020. By distribution channel, the perfume market in Latin America has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the perfume market in Latin America has been segmented into Argentina, Brazil.

The Latin America perfume market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Cannon Puntana S.A., Corporacion Belcorp, Coty Inc., Grupo Boticario, Larru'S Industria e Comercio de Cosméticos LTDA., L'Oreal S.A., LVMH Moët Hennessy Louis Vuitton SA (LVMH), Mary Kay Inc., Natura & Co, Perfumes y Esencias Fraiche S.A. de C.V., PUIG

SL, Tupperware Brands Corporation (TUP), Vorwerk SE & Co KG.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Country: Argentina, Brazil

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Latin America perfume market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Cannon Puntana S.A.
Corporacion Belcorp
Coty Inc.

Grupo Boticario
Larru'S Industria e Comercio de Cosméticos LTDA.
L'Oreal S.A.
LVMH Moët Hennessy Louis Vuitton SA (LVMH)
Mary Kay Inc.
Natura & Co
Perfumes y Esencias Fraiche, S.A. de C.V.
PUIG SL
Tupperware Brands Corporation (TUP)
Vorwerk SE & Co KG
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