

# Perfume Market in Mexico 2021

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## 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. The perfume market in Mexico is set to increase by US\$ 889 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 8.2% 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 Mexico perfume market is segmented on the basis of price range, consumer group, and distribution channel. On the basis of price range, the perfume market in Mexico has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the perfume market in Mexico. By consumer group, the perfume market in Mexico has been segmented into men, women, unisex. The women segment held the largest revenue share in 2020. Based on distribution channel, the perfume market in Mexico is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Mexico perfume market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Vorwerk SE & Co KG, Natura & Co, PUIG SL, Mary Kay Inc., Coty Inc., Tupperware Brands Corporation (TUP), Perfumes y Esencias Fraiche S.A. de C.V., L'Oreal S.A.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

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

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Mexico 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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Mass product

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Natura & Co  
PUIG SL  
Mary Kay Inc.  
Coty Inc.  
Tupperware Brands Corporation (TUP)  
Perfumes y Esencias Fraiche, S.A. de C.V.  
L'Oreal S.A.

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