



Euromonitor
International

Fragrances in Portugal

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass and premium fragrances both drive growth as polarisation shapes sales
Leading players lose share while Procter & Gamble and Laboratorios Neum Spain have a strong year
Beauty specialists led sales, although share is lost to supermarkets

PROSPECTS AND OPPORTUNITIES

Mass fragrances is set to drive retail value growth, driven by both affordability and versatility
Aligning fragrance launches with viral moments presents an opportunity for growth and innovation
Personalisation, technology and sustainability are set to shape product innovation

CATEGORY DATA

- Table 1 - Sales of Fragrances by Category: Value 2019-2024
- Table 2 - Sales of Fragrances by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Fragrances: % Value 2020-2024
- Table 4 - LBN Brand Shares of Fragrances: % Value 2021-2024
- Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024
- Table 7 - Forecast Sales of Fragrances by Category: Value 2024-2029
- Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Beauty and Personal Care in Portugal - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
Key trends in 2024
Competitive landscape
Retail developments
What next for beauty and personal care?

MARKET DATA

- Table 9 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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