



Euromonitor
International

Fragrances in Uruguay

April 2024

Table of Contents

Fragrances in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for fragrances continues to rise due to less influence from cross-border trade
The retail distribution of fragrances expands throughout Uruguay as e-commerce booms
L'Oréal is strong in premium fragrances, while direct seller Natura is strong in the mass segment

PROSPECTS AND OPPORTUNITIES

Rising demand for premium fragrances to underpin positive volume and value growth
Omnichannel strategies set to become a more important driver of growth in fragrances
Promotional strategies are set to continue developing strongly to attract consumers

CATEGORY DATA

- Table 1 - Sales of Fragrances by Category: Value 2018-2023
- Table 2 - Sales of Fragrances by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Fragrances: % Value 2019-2023
- Table 4 - LBN Brand Shares of Fragrances: % Value 2020-2023
- Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
- Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
- Table 7 - Forecast Sales of Fragrances by Category: Value 2023-2028
- Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Beauty and Personal Care in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

- Table 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

APPENDIX

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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