

# Fragrances in Costa Rica

May 2025

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## Fragrances in Costa Rica - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Premium fragrances continue to grow in popularity Leader Corporación Belcorp de Costa Rica SA particularly strong in direct selling Direct selling losing ground to beauty specialists, supermarkets and e-commerce

## PROSPECTS AND OPPORTUNITIES

Premium offerings will continue to gain ground Niche fragrances will grow in popularity Direct sellers will add e-commerce

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