



**Euromonitor
International**

Fragrances in Peru

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Significant growth for fragrances as high-end brands drive sales during 2024
Cetco SA retains its lead with a significant presence in mass fragrances
Direct selling leads sales while pharmacies improve share by expanding its selections

PROSPECTS AND OPPORTUNITIES

The improved economic landscape is set to support growth for premium men's fragrances
Arabic fragrances will continue to enter Peru, responding to increased demand
The premium niche segment is set to expand, offering high-end fragrance brands

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 Peru - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
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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