

Fragrances in Uruguay

April 2024

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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
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DISCLAIMER

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