



Fragrances in Uganda

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Rising Disposable Incomes and Urban Lifestyles Fuel Fragrance Growth in Uganda

Mass Fragrances Lead Sales Driven by Affordability and Accessibility

Chart 1 - Belle Huiles Essence Offers Affordable Fragrance

Lattafa'S Atheeri Highlights Everyday Elegance

Rasasi'S Hawas Atlantis Redefines Unisex Scents

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Fragrances to Lead Value Sales as Premium Fragrances Grow Steadily

Younger Consumers to Drive Unisex and Personalised Fragrances

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Puig Consolidates Leading Position with Premium Appeal

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Sales Supported by Supermarkets and Beauty Specialists

Online Platforms Expand Niche Access While Social Media Drives Youth Engagement

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Fragrances

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Fragrances

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Uganda - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Urban Youth and Income Drive Premiumisation and Digital Influence

Oral Care Leads Growth as Bath and Shower Records Highest Sales

La Belle'S Multifunctional Hairspray Exemplifies Clean Reimagined

Chart 18 - La Belle Launches Multifunctional Hairspray

Inclusive Shade Ranges Redefine Uganda'S Colour Cosmetics

Chart 19 - Mb Cosmetics Amsterdam Introduces Chic Lip Gloss

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Young, Digitally Engaged Consumers to Drive Growth and Premiumisation

Hair Care to Lead Sales While Colour Cosmetics Show Fastest Growth

Chart 23 - Analyst Insight for Beauty and Personal Care

Natural Products and Price-Sensitivity to Reshape Purchasing and Marketing Strategies

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Positions Amid Growing Local Competition

Strategic Acquisitions Propel Sustainability in Beauty and Personal Care

Emerging Local Brands and Innovative Launches Fuel Growth and Consumer Engagement

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Sales as Supermarkets Gain Urban Share

Pop-Up Stores and Professional Collaborations Foster Consumer Engagement and Education

Retail E-Commerce Expands Access to Niche Brands and Convenience

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fragrances-in-uganda/report.