

Men's and Women's Fragrances - UK - September 2011

Report Price: £1750 / \$2837 / €1995



“The men’s fragrance market lags behind women’s both in terms of product use and market size. This, in part, may be explained by the strength of the body spray category since such items are, in general, considerably less expensive than eau de toilettes and aftershaves and so keep the market’s size in check. If the industry manages to convince men to switch from body sprays to fine fragrances – or ideally wear both – the market could see even more impressive growth.”

– Bríd Costello, Senior Beauty Analyst

In this report we answer the key questions:

- How has fragrance fared during the economic downturn and what are the category’s prospects for future growth?
- Who wears fragrance in the UK and what types are preferred?
- Where are men and women shopping for fragrance?
- How important is gifting to the fragrance category?

Definition

This report examines the UK market for men’s and women’s fragrances including eau de toilette and eaux de parfum products and colognes:

- eau de parfums (EdP) have an 10-30% concentration of essence
- eau de toilettes (EdT) have a 5-20% concentration of essence
- colognes, often referred to as eaux de cologne, have a 3-5% concentration of essence.

The words “perfume” or “scent” are sometimes used as synonyms for fragrance. To avoid confusion, this report uses the terms perfume, eau de parfum, eau de toilette, cologne and, as a generic term, the word “fragrance”.

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