

Fragrances - UK - August 2015

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“The category as a whole has shown incremental growth in value in the past. Improved financial situations and savvy shopping behaviours are driving down the value of the mass fragrance and body sprays segments as consumers prove more willing and able to trade up to prestige versions. Niche and artisan fragrances have the ability to drive growth as buyers seek out unusual scents”
– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- New unisex launches challenge gender expectations
- Skin concerns could deter users
- Stimulating the senses to market products
- Niche fragrances offer stiff competition in prestige fragrances

The fragrances market, including body sprays, is predicted to decline in 2015, impacted by savvy shopping behaviours seeing shoppers turn to online channels and discount stores to make their purchases. The prestige fragrances segment has shown growth in value in 2014, driven by the popularity of niche and artisan fragrances in addition to improved financial situations, however the body sprays category continues to show decline in value year on year.

Penetration of fragrances and body sprays declines with age, with women showing greater usage than men for both product types. When it comes to the purchase of fragrances, women are more likely than men to buy for themselves, whilst men are more likely to buy for their partners. Special offers are important to buyers of fragrances, with brand name the key consideration when buying for others.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

- Savvy shopping behaviours impact the value of the market
- Niche fragrances boost prestige segment
- Men's segments fare well
- Department stores drive experiences

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Improving the shopping experience

Desire for natural

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