

Fragrances - UK - August 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“After two years of disappointing sales performance, the fragrance sector is estimated to see modest growth in 2017.

NPD in both the fragrances and body spray sector has encouraged people to spend more, however, consumers remain price-savvy and high-end fashion brands increasingly face competition from beauty and high street fashion brands.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- **Blurring the lines with BPC**
- **Competing for the middle-income shopper**

The fragrances sector is estimated to see modest growth in value of 0.7% in 2017 (to £1.48 billion), seeing growth for the first time in two years. 2016 has seen NPD (New Product Development) from high-end fashion brands in the fragrance sector targeting a wider range of people, whilst the body spray sector has seen innovation in formats.

As consumers show an interest in fragrances with added benefits, such as skincare and mood enhancement, driving associated NPD further could encourage greater spending in the sector.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this Report
- Excluded

Executive Summary

- The market
- Fragrances set to bounce back
 - Figure 1: Best- and worst-case forecast for UK retail value sales of fragrances and body sprays, 2012-22
- Companies and brands
- NPD drives value sales in fragrances
 - Figure 2: Manufacturer shares in fragrances only, top four and other, 2016
- Unilever leads market share in body sprays
 - Figure 3: Manufacturer shares in body sprays only, top five and other, year ending April 2017
- Increase in NPD in 2016
 - Figure 4: New product development in the fragrances category*, by launch type, January 2014-June 2017
- The consumer
- Body sprays see a rise in usage
 - Figure 5: Usage of fragrances only, June 2016 and May 2017
- No change in scented toiletry usage
 - Figure 6: Usage of scented toiletries, June 2016 and May 2017
- Beauty brands are popular
 - Figure 7: Fragrance brands used, by gender, May 2017
- Pulse points are popular areas of application
 - Figure 8: Areas of application, May 2017
- Consumers like to smell their fragrances
 - Figure 9: Fragrance behaviours, May 2017
- Purchase is on the rise
 - Figure 10: Purchase of fragrances, June 2016 and May 2017
- Interest in skincare benefits is high...
 - Figure 11: Interest in fragrance benefits, May 2017
- ...as well as interest in emotional benefits
 - Figure 12: Interest in mood/emotional benefits, May 2017
- What we think

Issues and Insights

- Blurring the lines with BPC
- The facts

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The implications

Competing for the middle-income shopper

The facts

The implications

The Market – What You Need to Know

Fragrances see growth in value

Gender perceptions impact value sales

Department stores drive prestige sales

Teenagers are a growing market

Fragrance is a daily routine

Market Size and Forecast

Fragrances set to bounce back in 2017

Figure 13: UK retail value sales of fragrances and body sprays, at current and constant prices, 2012-22

Consistent growth estimated

Figure 14: Best- and worst-case forecast for UK retail value sales of fragrances and body sprays, 2012-22

Forecast methodology

Market Segmentation

Gender fluidity continues to be on trend

Figure 15: UK retail value sales of fragrances only, by sector, 2015-17 (est)

Body spray continues to fall in favour

Figure 16: UK retail value sales of body sprays, by sector, 2015-17 (est)

Channels to Market

Spending in the prestige sector boosts department stores

Figure 17: UK retail value sales of fragrances only, by outlet type, 2015 and 2016

Retailers offer seamless multichannel experiences

Bringing digital to retail environments

Low price drives sales of body sprays at discount stores

Figure 18: UK retail value sales of body sprays only, by outlet type, 2015 and 2016

Market Drivers

Teenagers are a growing market

Figure 19: Trends in the age structure of the UK population, 2012-22

Focus on ingredients

Figure 20: Attitudes towards hand/body/footcare products, January 2017

Fragrance is a daily routine

Figure 21: Daily beauty and grooming priorities, December 2016

A luxury sector

Figure 22: Brand types bought, October 2016

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Companies and Brands – What You Need to Know

- NPD impacts brand value
- High-end fashion brands target a wider audience...
...whilst high street fashion brands become more competitive
- Traditional claims see a decline
- Digital advertising sees investment
- Beauty brand fragrances are caring

Market Share

- L'Oréal and Estée Lauder show strong growth in value sales
Figure 23: Manufacturer shares in fragrances only, top four and other, 2015 and 2016
- NPD limits value decline in body sprays
Figure 24: Manufacturer shares in body sprays only, years ending April 2016 and 2017

Launch Activity and Innovation

- High-end fashion brands innovate in 2016
Figure 25: New product development in the fragrances category*, by launch type, January 2014-June 2017
Figure 26: Examples of fragrance launches from high-end fashion brands, 2016
- High street fashion brands become more competitive
Figure 27: Babe power by Missguided, May 2017
- Body mists blur the line between skincare and fragrance
Figure 28: Examples of body mist launches in 2016
- NPD from beauty brands
Figure 29: New product development in the fragrances category*, by top ultimate companies and other, 2016
- Traditional claims see a decline
Figure 30: Top fastest-growing and fastest-declining claims in the fragrances category*, 2016

Advertising and Marketing Activity

- Digital advertising sees a rise
Figure 31: Recorded above-the-line, online display and direct mail advertising expenditure on fragrances and body sprays, by media type, January 2014-May 2017
- Going back to the founder
Figure 32: Gabrielle, a rebel at heart, Chapter 18 of Inside Chanel, February 2017
- Coty and L'Oréal lead advertising spend
Figure 33: Recorded above-the-line, online display and direct mail advertising expenditure on fragrances and body sprays, by leading companies, 2016
- Lynx sees a rebrand
Figure 34: Lynx rebrand, January 2016
- Nielsen Ad Intel coverage

Brand Research

- Brand map
Figure 35: Attitudes towards and usage of selected brands, June 2017
- Key brand metrics

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Figure 36: Key metrics for selected brands, June 2017

Brand attitudes: Premium fragrances are worth paying more for

Figure 37: Attitudes, by brand, June 2017

Brand personality: Celebrity fragrances are unappealing

Figure 38: Brand personality – Macro image, June 2017

Beauty brands have a caring image

Figure 39: Brand personality – Micro image, June 2017

Brand analysis

Chanel has strong associations with luxury

Figure 40: User profile of Chanel, June 2017

Gucci appeals to high earners

Figure 41: User profile of Gucci, June 2017

Huge Boss appeals to men

Figure 42: User profile of Hugo Boss, June 2017

Lancôme appeals to younger women

Figure 43: User profile of Lancôme, June 2017

Tom Ford has a quirky image

Figure 44: User profile of Tom Ford, June 2017

Clinique is accessible

Figure 45: User profile of Clinique, June 2017

DKNY has a youthful image

Figure 46: User profile of DKNY, June 2017

Jennifer Lopez Fragrances set to see a relaunch

Figure 47: User profile of Jennifer Lopez Fragrances, June 2017

The Consumer – What You Need to Know

Body spray usage is on the rise

Beauty brand fragrances are popular

Pulse points are popular areas of application

Women are experimental with their fragrances

Fragrance purchase is on the rise

Interest in added benefits is high

Usage of Fragrances

Body sprays increase in popularity

Figure 48: Usage of fragrances only, June 2016 and May 2017

No change in usage of scented toiletries

Figure 49: Usage of scented toiletries, June 2016 and May 2017

Brand Preferences

Beauty brands are as popular as fashion brands

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Figure 50: Fragrance brands used, by gender, May 2017

Millennials show preference for high street fashion brands

Application of Fragrances

Neck and wrists are the most popular areas of application

Figure 51: Areas of application, by gender, May 2017

NPD opportunities for beard fragrances

Hair fragrance usage remains low

Fragrance Behaviours

Fragrance should be strong

Figure 52: Fragrance behaviours, May 2017

Masking bad smells

Women are more experimental

Figure 53: Statements related to experimentation with fragrances, by gender, May 2017

People prefer variety

Figure 54: Statements related to having a signature scent and a few favourite brands, by age, May 2017

Purchase of Fragrances

Purchase of fragrances is on the rise

Figure 55: Purchase of fragrances, June 2016 and May 2017

Interest in Fragrance Innovations

High interest in skin benefits

Figure 56: Interest in fragrance benefits, May 2017

Fragrances is an emotional sector

Figure 57: Interest in mood/emotional benefits, May 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Forecast methodology

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