

Fragrances - China - July 2014

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"There are as many urban consumers who bought fragrance for themselves to use as those who bought it as a gift. Brands can maximise sales by highlighting the "giftability" of a fragrance through associations with key gifting occasions..."

– Wenwen Chen, Research Analyst

This report looks at the following areas:

- Are fragrances a safe bet for the girls?
- How can products be associated with different occasions?
- How can brands convert non-users?
- What are the consequences of the culture explosion, and the need for authenticity?

The scope of "Fragrance" products includes parfum/perfume, fragrance extract, Eau De Parfum, Eau De Toilette and Eau De Cologne with concentration of essence from 3%-40%. Please note personal care products offering fragrance as an additional benefit (eg scented soap/shower gel, scented body lotion, aftershave, floral water, deodorant) are excluded here.

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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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