

Fragrances - UK - August 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Women’s body sprays have triggered the most recent market growth. A new wave of feminism has challenged traditional marketing, and unisex fragrances are a growing trend.”

- Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- **Ingredients come to the fore**
- **Making it personal**

A need for natural ingredients has given niche brands the lead, while large manufacturers get left behind. Body spray could be key for luxury brands to drive usage, as well as helping consumers be more confident in their choices through services and guidance.

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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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