

Fragrance Trends in Beauty - US - December 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Legacy fragrance houses are struggling due to the rise of indie perfumeries and cross-category competition, and traditional fragrance offerings no longer meet the needs of key demographics. On top of that, US consumers are continuing to spend less money year over year on fragrances."

- **Clare Hennigan, Senior Beauty & Personal Care Analyst**

This report looks at the following areas:

- Scented personal care takes share from fragrance
- Chemical concerns hinder growth
- Retailers fail to attract key demographics

Women in the US are spending less money on fragrance year over year. Legacy fragrance houses are losing share to indie perfumeries and lower-cost scented body care products. Additionally, concerns over chemicals are dissuading consumers from fine fragrances, and redirecting them to natural alternatives like essential oils.

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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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