

Women's Fragrances - UK - August 2010

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What is this report about?

The UK women's fragrance market is rapidly changing. Valued at an estimated £739 million in 2010, with modest growth of 2.4% year on year, the market has been reasonably well preserved during the economic recession. However, financial pressures have instigated a shift in consumer behaviour that fragrance brands need to address.

What have we found out?

- The women's fragrances market is valued at £739m in 2010, with modest annual growth of a little over 2%. The market has been reasonably well preserved during the economic recession, although financial pressures have led to some changes in consumer behaviour and there has been a small decrease in the consumer base.
- There were 323 women's fragrance launches in 2009 (GNPD) but newness is no longer enough to give fragrances any long lasting differentiation. Consumers have revisited classic fragrances as the shift in buying behaviour moves towards quality, authenticity or value.
- Solid fragrances offer a growing opportunity as they give consumers new ways to use perfume. They are mess-free and particularly ideal for keeping in a handbag for use on the move. They can take various forms, eg rings, compacts or pendants.
- While organic and natural formulations are prevalent in skincare, toiletries and haircare, fragrance manufacturers have been reluctant to use organic ingredients. There have been some introductions, nevertheless, including Jo Wood Organics, Liz Earle, The Organic Pharmacy and L'Artisan Parfumeur.
- Women in their thirties and forties tend to use fragrance only a couple of times per week. Perhaps they could be persuaded to use their favourite brands more often if convenient portable formats were more widely available. This would also help the four in ten under-25s who often forget to apply their fragrance.
- Women are more likely to receive fragrance as a gift than to buy it for themselves. Christmas and birthdays account for the vast majority of purchase occasions; 73% have been given perfume for Christmas and 63% for their birthday. Full-time working women are most likely to treat themselves to perfume.

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