

# Men's Fragrances - UK - September 2010

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## What is this report about?

Over the past five years the UK men's fragrance market has seen a considerable shift in creativity, as the launch of some significant new brands has inspired a change in the direction of fragrance notes and some increasingly innovative bottle designs. This creativity has helped to support the market during the recessionary years of 2008-09: the men's fragrance market was valued at £388 million in 2009, recording a modest rise of 3.4%. The recession has inevitably made its mark on the market, with many fragrance brands slashing advertising expenditure, destocking affecting the whole supply chain and price increases deterring some male consumers, who are particularly value-conscious when it comes to fragrance.

There is excitement to be found throughout the men's fragrance market – and fragrance houses, retailers and suppliers need to be ready to maximise the opportunities that await.

## What have we found out?

- Almost a third of men think fragrance is expensive for what it is and the economic downturn has cultivated a heightened bargain-hunting mentality. Low prices are an important factor in fragrance purchase for many men.
- Young men aged 25-34 represent the biggest opportunity to the fragrance market: almost eight in ten men this age use fragrance, while they are also twice as likely as men aged 35-44 to spend a lot of money on toiletries and cosmetics. They also own more fragrances; 22% own four or more bottles.
- Three in ten men use no fragrance at all and while the majority are over-65s, there are many non-users among younger ages.
- The niche-luxury sector may be smaller in the men's market than the women's but it is exerting a creative influence on the wider men's fragrance market. Men aged 35-44 would be well targeted by such brands as they are the least likely to find fragrance expensive, as well as most likely to use fragrance to express their personality, with 15% doing so.
- The internet is changing the way men shop for fragrance. Almost one in five men have bought fragrance online. This rises to 23% of men aged 35-44. Buying fragrance online also appeals more to men than to women, with only 13% of women buying over the internet.
- An average of three in ten men buy fragrance for themselves, with this figure rising to over four in ten of the 25-34s. Professional men and Londoners are most likely to self-purchase.

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