

Perfume and Fragrances - China - July 2012

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"Prior to the 1980s, it was very uncommon to see any ownership or usage of fragrance in China and it was only in the early 1990s that fragrance started to become commonly owned and used. Over the last 20 years, the Chinese fragrance market has risen from practically nothing to a sizeable, though still underdeveloped category. US and UK, per capita spending on fragrance is estimated at US\$10 and US\$33 respectively, while per capita spend in China is only around US\$0.5 (Mintel, 2011). Applying fragrance is still not considered to be a necessity for Chinese consumers, however it is slowly being integrated into the grooming routine. "

- Lui Meng Chow - Research Analyst

In this report we answer the key questions:

- How consumers transition from traditional fragrance to western fragrance application? How important is personal image and will cultural perceptions convert consumers to using western brands and products?
- How have the different brands positioned themselves in this fragmented market? What are the opportunities and obstacles in the brand strategies and activities currently used by the fragrance companies in targeting the Chinese?
- How has fragrance distribution been developed and has this helped to open up more market opportunities?
- Do consumer's lifestyles affect their perceptions of scents and how can packaging innovation be adapted to attract greater consumer interest?

This report covers the retail market for women's and men's fragrances including:

- Perfumes or Eau de Parfums (EdP) comprise 10-30% fragrance oil in pure ethyl alcohol
- Eau de Toilettes (EdT) comprise a 5-20% solution of fragrance oil in an 80% grade of alcohol
- Colognes, often referred to as eaux de cologne, comprise a 3-5% solution of fragrance oil in a 70% grade of alcohol
- Aftershave

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