

Men's and Women's Fragrances - China - July 2013

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“While spending is increasing, consumers have become more sophisticated and demanding. There is a rising savvy shopper seeking a unique fragrance that fits with their personality. The market is also facing heightened pressure from the anti-extravagance campaign. However, given the majority of consumers are keen to improve their lifestyle, growth opportunities remain positive.”
— Wenwen Chen, Research Analyst

In this report we answer the key questions:

- How do consumers perceive Western designer brands against local fragrance brand?
- How important is fragrance in gift-giving culture?
- How has consumer purchase behaviour evolved with rising level of spending on luxury shopping?
- What segment groups have emerged based on demographics?
- How have buying channels evolved due to the growing trend of overseas shopping?

The increasing purchasing power of the Chinese consumer has contributed to the growth prospect for the fragrance market. Amid the new government's anti-extravagance campaign and the mounting trend of shopping abroad, challenges remain in maintaining the growth. Fragrance brands could benefit from tailoring their offerings to fulfil the demand from various segments in the market. More importantly, they need to ensure the high quality of customer relationship management as well as the consistency of the service across all touch points.

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