Fragrances - US - August 2014

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Shoppers are bombarded with variety across numerous categories including fine fragrance, personal care, and household. Brands will need to focus on delivering more value, especially when targeting older consumers, as a way to help curb sales declines."
– Shannon Romanowski, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- Fragrance sales are struggling
- Fragrance usage declines with age
- Growing awareness and concern regarding ingredient safety

The fragrance category posted steady gains after the recession, but has been on the decline since 2012, with sales expected to struggle through 2019. Waning consumer interest, a struggling mass market, and competition from scented personal care products are all hindering category growth. Looking ahead, fragrance brands will be challenged to innovate around new formats, new benefits, and improved retailing in order to curb sales declines.

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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