

Fragrances - UK - August 2015

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"The category as a whole has shown incremental growth in value in the past. Improved financial situations and savvy shopping behaviours are driving down the value of the mass fragrance and body sprays segments as consumers prove more willing and able to trade up to prestige versions. Niche and artisan fragrances have the ability to drive growth as buyers seek out unusual scents" – Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- New unisex launches challenge gender expectations
- Skin concerns could deter users
- Stimulating the senses to market products
- Niche fragrances offer stiff competition in prestige fragrances

The fragrances market, including body sprays, is predicted to decline in 2015, impacted by savvy shopping behaviours seeing shoppers turn to online channels and discount stores to make their purchases. The prestige fragrances segment has shown growth in value in 2014, driven by the popularity of niche and artisan fragrances in addition to improved financial situations, however the body sprays category continues to show decline in value year on year.

Penetration of fragrances and body sprays declines with age, with women showing greater usage than men for both product types. When it comes to the purchase of fragrances, women are more likely than men to buy for themselves, whilst men are more likely to buy for their partners. Special offers are important to buyers of fragrances, with brand name the key consideration when buying for others.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this report
- Excluded

Executive Summary

- Fragrances driven by prestige sales
 - Figure 1: Best- and worst-case forecast for UK retail value sales of fragrances and body sprays, 2010-20
- The rise of niche fragrances
 - Figure 2: UK retail value sales of fragrances only, by sector, 2013-14
- Unisex fragrances see a rise in launch activity
 - Figure 3: New product development in the fragrances category*, by sub-category, January 2012-June 2015
- Use of fragrances drops with age
 - Figure 4: Usage of any fragrance, by gender and age, June 2015
- Women purchase for themselves, men buy for their partners
 - Figure 5: Purchase for self vs partner, by gender, June 2015
- Brand name is more important when buying for others
 - Figure 6: Factors influencing purchase, June 2015
- What we think

Issues and Insights

- New unisex launches challenge gender expectations
 - The facts
 - The implications
- Skin concerns could deter users
 - The facts
 - The implications
- Stimulating the senses to market products
 - The facts
 - The implications
- Niche fragrances offer stiff competition in prestige fragrances
 - The facts
 - The implications

The Market – What You Need to Know

- Savvy shopping behaviours impact the value of the market
- Niche fragrances boost prestige segment
- Men's segments fare well
- Department stores drive experiences

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Improved financial situations boost accessibility of fine fragrance
Changing population dynamics could impact the market

Market Size and Forecast

Decline in total market in 2015...

Figure 7: UK retail value sales of fragrances and body sprays, 2010-20

...but outlook to 2020 is more positive

Figure 8: Best- and worst-case forecast for UK retail value sales of fragrances and body sprays, 2010-20

Fragrances to show growth

Sales of body sprays struggle

Segment Performance

Prestige segments benefit from rise in income and artisan fragrances

Figure 9: UK retail value sales of fragrances only, by sector, 2012-15

Men's fragrances and body sprays see a rise

Figure 10: UK retail value sales of body sprays, by sector, 2013-14

Body sprays struggle to show growth

Channels to Market

Department stores create experiences to draw shoppers

Figure 11: UK retail values sales of fragrances only, by outlet type, 2013-14

Figure 12: UK retail values sales of body sprays, by outlet type, 2013-14

Savvy shopping behaviours drives online channel

Ease of purchase drives online channel in the US

Drugstores harness sales from seasonal events

Own-label perfumes could provide competition

Market Drivers

Decline in young adults could impact celebrity fragrances

Figure 13: Trends in the age structure of the UK population, by gender, 2010-20

Prestige market could see boost from rise in employment

Figure 14: Employment and unemployment, 2010-20

Scented toiletries could impact the market

Figure 15: Usage of hand and body care products, April 2015

Allergy concerns

Figure 16: Purchase of natural/organic toiletries, September 2014

Key Players – What You Need to Know

Brand perception influenced by age

Black Friday marks a new advertising occasion

Sensorial advertising campaigns drive growth of leading brands

Unisex fragrances see a rise in launch activity

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Brand Research

Brand map

Figure 17: Attitudes towards and usage of selected brands, July 2015

Key brand metrics

Figure 18: Key metrics for selected brands, July 2015

Brand attitudes: Designer labels more closely associated with quality

Figure 19: Attitudes, by brand, July 2015

Brand personality: Dolce & Gabbana has a particularly exclusive image

Figure 20: Brand personality – Macro image, July 2015

Brand personality: FCUK seen as a youthful, quirky brand

Figure 21: Brand personality – Micro image, July 2015

Brand analysis

Hugo Boss performs particularly strongly

Figure 22: User profile of Hugo Boss, July 2015

Calvin Klein's combination of quality and accessibility drives usage

Figure 23: User profile of Calvin Klein, July 2015

Ghost has potential to grow beyond its current level

Figure 24: User profile of Ghost, July 2015

Paco Rabanne appears to be increasing its standing among women

Figure 25: User profile of Paco Rabanne, July 2015

Dolce & Gabbana performs well, but exclusivity may limit usage and recommendation

Figure 26: User profile of Dolce & Gabbana, July 2015

FCUK's youthful image may detract from quality associations

Figure 27: User profile of FCUK, July 2015

Britney Spears Fragrances may earn usage from value association

Figure 28: User profile of Britney Spears Fragrances, July 2015

Justin Bieber Fragrances is seen in a particularly negative light

Figure 29: User profile of Justin Bieber Fragrances, July 2015

Brand Communication and Promotion

Christmas drives end-of-year advertising

Figure 30: Recorded above-the-line, online display and direct mail total advertising expenditure on fragrances and body sprays, January 2012-June 2015

Black Friday marks a new advertising occasion

Investment in outdoor advertising increases

Figure 31: Recorded above-the-line, online display and direct mail total advertising expenditure on fragrances and body sprays, by media type, January 2012-June 2015

Customisable adverts

Sensorial advertising on the increase

The power of celebrity

Dior increases advertising in 2014

Figure 32: Recorded above-the-line, online display and direct mail total advertising expenditure on fragrances and body sprays, by top advertisers, January 2013-June 2015

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Coverage/methodology clarification

Launch Activity and Innovation

Decline in NPD in 2013 may be due to impending EU changes

Figure 33: New product development in the fragrances category*, by launch type, January 2012-June 2015

New products see a rise

Rise of unisex fragrances

Figure 34: Examples of unisex fragrance launches, 2014-15

Figure 35: Examples of unisex fragrance launches which appear gender-targeted, 2014

Figure 36: Examples of unisex fragrances launches from Comme des Garçons, which appear gender-targeted, 2014

Figure 37: New product development in the fragrances category*, by sub-category, January 2012-June 2015

Free-from claims increase

Figure 38: New product development in the fragrances category*, by top claims for 2014, January 2013-June 2015

Figure 39: Alternative format launches in the free-from sector, 2014

Niche brands drive aromatherapy claims

Figure 40: Examples of fragrance launches with aromatherapy qualities, 2014-15

Packaging goes beyond bottle shape

Figure 41: Examples of evocative packaging for fragrance launches, 2014-15

Fragmented category

Figure 42: New product development in the fragrances category*, by top ultimate companies, 2014

Celebrity launches continue

Figure 43: Examples of celebrity fragrance launches, 2014

Figure 44: Examples of celebrity fragrance launches, cont., 2014

Body sprays sees own-label launches

Figure 45: Examples of own-label body spray launches, 2014

Market Share

Leading fragrance manufacturers fare well

Figure 46: Manufacturer's shares in fragrances only, June 2014-June 2015

Unilever shows the smallest decline in body sprays

Figure 47: Manufacturer's shares in body sprays only, June 2014-June 2015

The Consumer – What You Need to Know

Fragrance and scented toiletry usage declines with age

Women are more likely to be fragrance users

Fragrance notes trigger different perceptions

Gifting to mums over dads

Brand name is biggest influencer

Driving the shopping experience

Personalisation offers opportunities

Allergen issues

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Usage of Fragrances

Fragrance usage declines with age

Figure 48: Usage of perfumes/colognes by gender, June 2014

Women's heightened smell

Figure 49: Usage of any fragrance, by gender and age, June 2015

Women look for on-the-go products

Use of scented toiletries also declines with age

Figure 50: Usage of scented toiletries by gender, June 2014

Young people have a greater repertoire

Figure 51: Repertoire of fragrances used, by age, June 2015

Fragrance Perceptions

Methodology

Floral is romantic, but oriental is sensual

Figure 52: Examples of flower-themed fragrance gift sets, 2015

Figure 53: Correspondence analysis – Associations with fragrance types, June 2015

Woody fragrances are adventurous

Figure 54: Examples of fragrance launches with woody accents, 2015

Figure 55: Associations with fragrance types, June 2015

Fresh notes are clean

Purchase of Fragrances

Purchase amongst men is high

Figure 56: Purchase/gifting of fragrances, June 2015

Women buy for themselves, whilst men buy for partners

Figure 57: Purchase for self vs partner, by gender, June 2015

Gifting for life occasions

Mums over Dads

Single fragrances are most popular

Figure 58: Purchase of single fragrances, June 2015

Gift sets are popular

Figure 59: Purchase of fragrance gifts, June 2015

The power of a brand name

Figure 60: Factors influencing purchase, June 2015

Older millennials less influenced by brand name

Money is important

Packaging is more important when buying for others

Attitudes towards Fragrances

Personalising fragrance strength

Figure 61: Attitudes towards fragrances, June 2015

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Improving the shopping experience
Desire for natural

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources
Abbreviations
Fan chart forecast
Brand research
Brand map
Correspondence analysis

Appendix – The Market

Figure 62: UK retail value sales of fragrances only, 2010-20
Figure 63: UK retail value sales of fragrances only, 2010-20
Figure 64: UK retail value sales of body sprays only, 2010-20
Figure 65: UK retail value sales of body sprays only, 2010-20

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