

Fragrances - US - August 2015

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"The impact of a saturated marketplace and competition from scented toiletries has led to flat performance in the \$3.7 billion fragrance category. Delivering unique consumer experiences will be instrumental to encourage regular use and added variety."

- Shannon Romanowski, Senior Beauty & Personal Care Analyst

This report looks at the following areas:

- Competitive landscape provides impetus for flat sales
- Occasional-use status is barrier to category growth
- Habitual tendencies influence fragrance purchases

For the purposes of this report, the fragrances market has been defined as follows:

- Men's fragrances – cologne, body spray
- Women's fragrances – perfume, body spray

"Perfume" is used as a general description to include all fine fragrance formats, such as parfum, eau de parfum, and eau de toilette. Body sprays are not traditionally thought of as fine fragrance, but their popularity in the market has led to their inclusion in the market size.

Excluded from this report are:

- Deodorants or antiperspirants
- Shaving products such as shaving creams, shaving gels, pre shave for electric razors
- Hair gels or other styling products
- Shampoos or conditioners

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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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