

Fragrances - China - September 2015

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“From the consumer point of view, Mintel has found that as many as 58% of respondents have not purchased fragrance in the last 12 months and that Chinese consumers are low frequency users. In addition, 70% of respondents said they bought fragrance as gift. Targeting travelling shoppers is critical for the gift-giving market.”

—
Wenwen Chen, Senior BPC Analyst

This report looks at the following areas:

- Low frequency of usage and market maturity show the importance of acquiring new buyers for gifting
- Creating premium packaging for gift-givers
- Customisation becomes the future
- Exclusive experience to capitalise on high income earners

This is a market intelligence report published by Mintel. The consumer research exclusively commissioned for this report was conducted by a Chinese licensed market survey agent (see Research Methodology China for more information).

For the purposes of this report, Mintel commissioned a quantitative research survey carried out online to explore consumer attitudes towards fragrance products. Fieldwork was conducted in June 2015, in four tier one cities, two tier two cities and four tier three cities of 3,000 internet users aged 20-49. Tier one cities are Shanghai, Beijing, Guangzhou and Chengdu. Tier two and tier three cities are Harbin, Ningbo, Quanzhou, Xi'an, Wuhan and Nanyang.

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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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