

Fragrances - UK - August 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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"The fragrance and body spray category has shown a decline in value in 2015 which is expected to continue into 2016 as savvy shopping behaviours persist. However, high consumer interest in fragrances with niche characteristics, such as the use of natural ingredients and high concentrations of perfume extracts, could encourage spend, particularly in mainstream fine fragrance brands." – Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Savvy shopping behaviours continue to impact the value of the category
- NPD is down despite interest in innovations being high
- Attracting younger shoppers

The fragrance and body spray category is estimated to decline in value by 3% in 2016 to £1.45 billion as savvy shopping behaviours and regular discounting see consumers purchase products at lower prices. However, the fine fragrances sector shows a lower decline than mass-market, driven by the continued interest in niche and artisan fragrances, suggesting a willingness to spend in this sector.

With 40% of people showing an interest in fragrances with natural ingredients, there are opportunities for NPD in mainstream brands to appeal to consumers' interest in fragrances with niche characteristics.

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