

Fragrances - China - 2021

Report Price: £3302.97 | \$4460.00 | €3717.16

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This report looks at the following areas:

- Changes in purchase and usage of fragrances
- Purchase channels of fragrances
- Purchase journey of fragrances/what consumers would do before buying new fragrances
- Important purchase factors of fragrances

The development of online channels has fundamentally reshaped the beauty market in China and impacted the fragrance category as well. Chinese consumers have adopted an online discovery and purchase journey for fragrances, as 70% of respondents have purchased fragrances on domestic comprehensive shopping websites (vs 52% in beauty counters/specialty stores); and 64% of respondents claim they would check product reviews online when buying new fragrances (vs 54% who would visit a store to trial the product).

This presents both opportunities and challenges for the fragrance category. On the one hand, it's now much easier for fragrance brands, especially niche fragrances, to reach a larger consumer base, as they are not limited by physical sampling; on the other hand, how to evoke the sense of smell and help consumers find the right fragrance on online channels has become a top priority. Smell is not the only way to appreciate a fragrance and brands could help consumers make decisions based on other sensory experiences, such as sights and sounds.



“Fragrance is no longer a purely olfactory experience. With the discovery and purchase of fragrances moving online, brands need to engage as many senses as possible, encouraging consumers to use other senses such as sight and hearing to appreciate fragrances.”

– Alice Li, Associate Director

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