

## Fragrances - US - September 2012

Report Price: £2568 / \$3995 / €3200

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"Mintel forecasts growth in the fragrance category through 2017, but the industry does face challenges. Consumers like to experiment in this category making it difficult for brands to sustain growth and maintain brand loyalty, especially given the high number of product launches each year. This creates the opportunity to promote added benefits as well as creative sampling to potentially increase usage occasions and encourage consumers to experiment within a brand."

– Shannon Romanowski, Beauty & Personal Care Analyst

### In this report we answer the key questions:

- How can brands sustain long-term growth (or brand loyalty)?
- How will increasing regulation impact the category?
- What role will technology play in the fragrance category?

The U.S. fragrance market is experiencing healthy growth after seeing declines associated with the economic recession. Due to estimated growth of 6% in 2012, the industry is expected to reach more than \$3.5 billion in sales by the end of the year. Growth is being driven by improved consumer confidence, increased product launches, and strong performance in retail channels outside of FDMx. Positive sales growth is forecast for both the women's and men's segments through 2017. In the women's segment, celebrity and fashion house fragrances continue to remain popular, though more unique positioning such as destination based fragrances are paving the way for increased innovation in the category. The men's segment continues to see growth in FDMx from power players like Axe and Old Spice driven by items like body sprays.

In addition to strong sales growth, responses to Mintel's exclusive consumer survey indicate that the time is ripe for increased product innovation in the fragrance category. Survey results show strong consumer interest in added product benefits like mood boosting and anti-aging, as well as innovative forms and extending scent into additional product categories. Healthy category growth combined with increased product innovation makes this an exciting time for the fragrance industry.

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