

Fragrances - US - September 2016

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"Performance in the fragrances market has been lackluster due to the saturated nature of the category, increased competition from scented personal care items, and apathy among shoppers."

- Margie Nanninga, Beauty & Personal Care Analyst

This report looks at the following areas:

- Fragrances market continues to struggle
- Confusion over ancillary products challenges fragrance brands
- Splurge versus save mentality challenges sales
- Product launch claims fail to align with consumer interests

Interest in natural claims can present opportunities for brands to better reach consumers, while custom or boutique fragrances may encourage increased consumer spend. Adults might also be drawn to retailers with improved shopping experiences, including those that use technology to improve the experience of testing new scents.

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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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What's Next?

- Unique scents inspire consumers
- Added benefits encourage additional usage occasions
- Retailers increase trial beyond magazine samples and scent testing stations

The Consumer – What You Need to Know

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