

Fragrances - UK - August 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“After two years of disappointing sales performance, the fragrance sector is estimated to see modest growth in 2017.

NPD in both the fragrances and body spray sector has encouraged people to spend more, however, consumers remain price-savvy and high-end fashion brands increasingly face competition from beauty and high street fashion brands.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- **Blurring the lines with BPC**
- **Competing for the middle-income shopper**

The fragrances sector is estimated to see modest growth in value of 0.7% in 2017 (to £1.48 billion), seeing growth for the first time in two years. 2016 has seen NPD (New Product Development) from high-end fashion brands in the fragrance sector targeting a wider range of people, whilst the body spray sector has seen innovation in formats.

As consumers show an interest in fragrances with added benefits, such as skincare and mood enhancement, driving associated NPD further could encourage greater spending in the sector.

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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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