

Fragrance Trends in Beauty: Incl Impact of COVID-19 - US - November 2020

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“The fragrance and scented personal care market is in a moment of evolution. Lifestyle changes as a result of COVID-19 put pressure on the fragrance side of the market, while scented personal care thrives due to heightened focus on health and hygiene.”
 – Clare Hennigan, Senior Beauty Analyst

This report looks at the following areas:

- A recessionary environment will impact the fine fragrance market
- A push for sustainability will impact the future of fragrance
- Bring fragrance descriptions to life
- Lifestyle changes demand new fragrance usage occasions
- Embrace shifting gender roles

Mounting competition compounded by a recessionary environment puts pressure on the fine fragrance market. Fine fragrance players must highlight added value and emotive benefits to attract consumers. A shift to remote work/school opens doors for brands to develop products reflective of lifestyle shifts, ushering in an era of holistic fragrance solutions.

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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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Abbreviations

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