

# Fragrance Trends in Beauty - US - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the fragrance and scented personal care market
- How brands are renovating their offerings in response to shifting lifestyle needs
- Opportunities to support consumers' entire wellbeing with multifunctional fragrances
- How new technology will impact new product development

The fragrance category took a massive hit in 2020 due to the pandemic. As we re-emerge from the pandemic, the category is already seeing renewed excitement and interest. TikTok, which experienced a meteoric rise over the course of the pandemic, is becoming a fragrance hot spot. The popularity of fragrances on the app are introducing younger audiences into the space and changing the way fragrances are described.

Furthermore, the health and safety concerns brought on by the pandemic intensified the need for self-care, and drove use of scented personal care products and fragrances, even during periods of limited social interactions. In fact, 51% of respondents say they wear fragrances even when they don't leave their house.

Looking ahead, the current spotlight on fragrances among engaged online communities positions the category for growth. Even as the threat of the pandemic wanes, consumers will continue to seek products that support their mental health and evolving wellness needs, reinvigorating fragrance and scented personal care opportunities.



"The events of 2020 and 2021 have placed greater importance on mental wellness. The fragrance market is well positioned to offer consumers a mental reprieve from everyday stressors and support new lifestyle needs, whether by bringing joy through evoking certain memories or fueling productivity in work/learn from home environments."

– Clare Hennigan, Senior Beauty Analyst

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