Fragrances - US - September 2013

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"The fragrance category is highly competitive, with fine fragrances often being viewed as occasional use items. However, innovations that add functionality combined with creative retailing and packaging opportunities could lead to increased usage, helping to propel future category growth."
– Shannon Romanowski, Beauty and Personal Care Analyst

This report looks at the following areas:

- What opportunities are there to improve the struggling mass fragrance market?
- How can brands extend fragrance beyond an occasional use item?
- What opportunities are there to better align retail spaces with consumer shopping habits?

The fragrance category is expected to remain on a growth trajectory through 2018, though at slower rates than previously predicted. After a strong 2011, the category has faltered a bit as a competitive marketplace and the proliferation of scent in categories outside of fine fragrance have led to some degree of consumer apathy. However, consumers are seeking unique and hard to find items, as indicated by the success of the prestige market. Although the prestige market is prospering, the mass market is slumping, as these retailers are not broadly viewed as fragrance destinations.

Looking ahead, category growth may be closely tied to added benefits and improved functionality. Health and wellness benefits such as improved sleep or relieving headaches could increase the value proposition of fragrance while potentially expanding the appeal of the category to a typically less engaged audience such as older consumers and men. Retailing opportunities and customizable packaging could also be beneficial in helping consumers shop the category and providing users with products that reflect their personal sense of taste and style.

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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