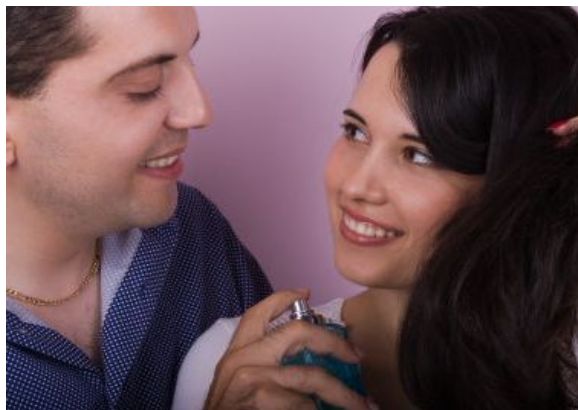


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“Growth in the fragrances market has begun to slow in 2014, with online pureplayers gaining traction through sampling opportunities and flexible delivery options, as well as tempting consumers away from store-based retailers with cheaper prices. However launch activity remains strong, with men’s and unisex fragrances receiving an increased focus and gaining momentum.”
- Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Allergen regulations prompt consumer concern
- Consumers demand longer-lasting products
- The threat of savvy shopping spawns a price vs experience battle

Retail value sales of fragrance products increased in 2014. While product usage remains high, cheaper online pureplayers are gaining traction with consumers by offering increased sampling opportunities and flexible delivery options. As a result, market growth is expected to slow in 2019.

The issue of chemical ingredients and allergens has been prominent in all beauty markets in 2014, however the proposed regulation of certain ingredients, such as oak moss, will hold significant ramifications for fragrance products, many of which will be required to reformulate as a result.

Consumer research in this report explores product usage in both male and female audiences, as well as consumer attitudes towards purchasing fragrances, and interest in areas of product development.

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