

Fragrances - US - September 2018

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"After several years of lackluster sales performance, the US fragrance market continues to see sales slip. Cross-category competition and disengagement among key demographics have hindered category growth."

- **Alison Gaither, Beauty & Personal Care Analyst**

This report looks at the following areas:

- Sales continue to decline as market challenges endure
- Department stores fail to capture the attention of younger consumers
- Hispanics are unusually disengaged and less persuaded by purchase influencers

In spite of category challenges, there are pockets of growth in e-commerce fragrance brands, customized fragrance, and aromatherapy.

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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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