

Fragrances - China - April 2019

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“With Chinese beauty consumers increasingly shifting to online, it is becoming crucial for fragrance brands and retailers to expand their digital presence. Digitalisation doesn’t just mean selling products online or opening social media accounts; what’s more important is how to evoke the sense of smell and provide a sensorial experience and ultimately assist consumers in finding the right fragrance.”

– **Alice Li, Senior Research Analyst**

This report looks at the following areas:

- Promote gifting to lift the market
- Enhance the fragrance shopping experience
- Help consumers build a fragrance wardrobe

The China’s fragrances market is estimated to grow steadily in 2018 and reach value sales of RMB5,815 million, driven by the stronger performance of premium fragrances. Although the market has been growing at a slower pace than other active beauty categories such as skincare and colour cosmetics, it is likely to continue to expand in the next five years, thanks to growing diversity in product offerings and retail models that keep consumers engaged, as well as the increasing popularity of niche fragrances among younger consumers.

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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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