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.

DID YOU KNOW?
This report is part of a series of reports, produced to provide you with a more holistic view of this market.
Table of Contents

Overview

What you need to know
Covered in this Report
Sub-group definitions (by monthly personal income)

Executive Summary

The market
  Figure 1: Retail value and growth rate of fragrances market, China, 2014-18
  Figure 2: Best- and worst-case forecast of retail value of fragrances market, China, 2013-23

Companies and brands
  Figure 3: Leading manufacturers’ share in value sales of fragrances, China, 2017 and 2018

The consumer
Overall penetration is low despite the popularity of perfumes
  Figure 4: Fragranced products purchased in the last six months, by purposes, February 2019

Perfume users report relatively regular usage
  Figure 5: Usage frequency of fragranced products, February 2019

Consumers wear fragrances for emotional benefits
  Figure 6: Reasons for buying fragrances for personal use, February 2019

Exquisite design makes fragrances good gifts
  Figure 7: Reasons for buying fragrances as gifts for others, February 2019

Smelling the product prior to purchase is necessary for most consumers
  Figure 8: Preference of trial in purchasing fragrances, by gender, February 2019

Customised scents are more sought-after than DIY sets
  Figure 9: Interest in customised fragrances, February 2019

What we think

Issues and Insights

Promote gifting to lift the market
The facts
The implications
  Figure 10: Examples of fragrances launched for Father’s and Mother’s Day, Brazil and China, 2018
  Figure 11: Examples of fragrances that evoke memories, Japan and Turkey, 2018
  Figure 12: Examples of customisable layering fragrance set, China and US, 2019

Enhance the fragrance shopping experience
The facts
The implications

Create new digital touchpoints to engage consumers
  Figure 13: Example of Phlur fragrances, US
  Figure 14: Examples of stories on Olfaplay, France, 2018
Help consumers build a fragrance wardrobe

The facts

The implications

Figure 15: Sephora Favorites Designer Fragrance Wardrobe, US, 2018

The Market - What You Need to Know

Premium fragrances lead market growth

Growing diversity in product offerings and retail models fuel future growth

Market Size and Forecast

Premium fragrances drive market growth

Figure 16: Retail value and growth rate of fragrances market, China, 2014-18

Figure 17: Best- and worst-case forecast of retail value of fragrances market, China, 2013-23

Market Factors

Fragrances remain a relatively low spending priority for women

Figure 18: Changes in spending over the last six months, by category, June 2018

Scented personal care may impact the market

Newcomers enrich product offerings

Figure 19: New fragrances from Zara and Innisfree, China, 2019

Evolving retail models give a lift

Key Players - What You Need to Know

A market dominated by foreign players

Seasonal and limited edition launches stimulate the market

Widespread customisation options

Market Share

Market share remains in the hands of foreign players

Figure 20: Leading manufacturers’ share in value sales of fragrances, China, 2017 and 2018

Figure 21: New fragrances launches from leading brands, China, 2018

Niche brands are more standout performers

Figure 22: Atelier Cologne Discovery Set Tmall limited edition, China, 2019

Local brands start to emerge

Figure 23: Example of RÉCLASSIFIED perfume blending service in store, China

Figure 24: Examples of Uttori and Fukodo fragrances, China

Competitive Strategies

Seasonal and limited edition launches drive purchase

Figure 25: Examples of new fragrances launches with a seasonal or limited edition claim, China, 2018

IP integration prevails in the fragrances market as well

Figure 26: Examples of new fragrances launches with IP integration, China, 2019

UGC helps market fragrances online

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Who’s Innovating?

Attaching themselves to health benefits
- Figure 29: Examples of fragrances with a wellbeing claim, France and Germany, 2018
- Figure 30: Clarins Eau Dynamisante Treatment Fragrance, China, 2018

Format/texture innovations spark interest in a liquid-dominated market
- Figure 31: Examples of fragrances in innovative formats and textures, global, 2018

Fragrances with a message
- Figure 32: Feminista Eau de Parfum, Europe, 2018
- Figure 33: Examples of fragrances that focus on empowering women, global, 2018

Customisation moves into mainstream
- Figure 34: Examples of layering fragrances, US, 2018
- Figure 35: Commodity Style Guide, US, 2018
- Figure 36: Scent Trunk’s fragrance customisation process, US

The Consumer – What You Need to Know

- 42% have bought perfumes for personal use and 33% have bought for gifting
- Over half of category users use perfumes daily
- Functional benefits are a less important consideration factor for fragrances
- Most consumers need to try out the product before purchase
- 60% want a customised scent based on their fragrance preferences

Purchase Behaviours

- Purchase for personal use is stronger than gifting
  - Figure 37: Fragranced products purchased in the last six months, by purposes, February 2019
- Perfumes are popular, but overall penetration is low
- High earners are not stronger buyers
  - Figure 38: Perfumes purchased in the last six months, by purposes and monthly personal income, February 2019
- 30-39s are core users; 25-29s are more likely to be gift givers
  - Figure 39: Perfumes purchased in the last six months, by purposes and age, February 2019

Usage Behaviours

- Over half of users use perfumes on a regular basis
  - Figure 40: Usage frequency of fragranced products, February 2019
- High earners are more likely to be regular users
  - Figure 41: Usage frequency of perfumes, by monthly personal income, February 2019
- Young consumers use scented personal care products more frequently
  - Figure 42: Usage frequency of fragranced products – Daily or almost daily, by age, February 2019

Reasons for Wearing Fragrances

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Fragrances can give a confidence boost
Figure 43: Reasons for buying fragrances for personal use, February 2019

Men wear fragrances for social needs; women want to treat themselves
Figure 44: Reasons for buying fragrances for personal use, by gender, February 2019

Older consumers also have strong demand for expressing individuality
Figure 45: Reasons for buying fragrances for personal use, by generation, February 2019

**Reasons for Gifting Fragrances**

Exquisite is more important than practical
Figure 46: Reasons for buying fragrances as gifts for others, February 2019
Figure 47: Boitown Blue In Night and Velvet White Eau de Toilette, China, 2019

Women like exquisite and fashionable design; men buy fragrances as an intimate gift
Figure 48: Reasons for buying fragrances as gifts for others, by gender, February 2019

**Purchase Habits and Preferences**

Smelling the product before buying is still necessary, especially for men
Figure 49: Preference of trial in purchasing fragrances, by gender, February 2019

The majority of consumers choose fragrances by scent notes
Figure 50: Criteria of choosing fragrances, February 2019

Younger consumers welcome recommendations
Figure 51: Influencer of choosing fragrances, February 2019

Women are more likely to choose fragrances depending on mood
Figure 52: Habits of wearing fragrances, by gender, February 2019

Niche fragrance users present opportunities
Figure 53: Brand preference of fragrances, by age, February 2019
Figure 54: preference of trial in purchasing fragrances, by brand preference of fragrances, February 2019
Figure 55: Habit of wearing fragrances, by brand preference of fragrances, February 2019

**Customisation Needs**

Customised scents are most wanted
Figure 56: Interest in customised fragrances, February 2019

Surprisingly men are driving interest in customisation
Figure 57: Interest in customised fragrances, by gender, February 2019

**Meet the Mintropolitans**

MinTs show stronger usage of a variety of products...
Figure 58: Fragranced products purchased in the last six months for personal use, by consumer classification, February 2019

...while their purchase habits are similar to non-MinTs
Figure 59: Attitudes towards fragrances, by consumer classification, February 2019

Intimacy is more important to MinTs
Figure 60: Reasons for buying fragrances as gifts for others, by consumer classification, February 2019

**Appendix – Market Size and Forecast**

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Figure 61: Retail value of fragrances market, China, 2013-23

Appendix – Methodology and Abbreviations

Methodology
Fan chart forecast
Abbreviations

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.