

Fragrances - UK - August 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The market is estimated to decline by 0.8% to £1.48 billion in 2019 before a longer-term period of growth as consumers trade up to more sophisticated formats. Brands may need to consider ethical values, ingredient transparency or more unique benefits to differentiate from competitors and command a price premium.”

Alex Fisher, Associate Director BPC

This report looks at the following areas:

- The effect of modern masculinity
- Unlocking inner potential

Gender is at the heart of some of the biggest shifts in the category. Men are leading the trade-up into fine fragrances, and expecting more sophisticated messaging as a result, with sexual attraction no longer a synonym for confidence and power. Women’s needs are also changing, but traditional female scents still seem to value romance over power and individuality. Unisex brands could find themselves on top if they can foster equality between men and women.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this Report

Executive Summary

- The market
- A bump in the road
 - Figure 1: Best- and worst-case forecast of UK value sales of fragrances and body sprays, 2014-24
- Companies and brands
- Take the lead
 - Figure 2: Manufacturer shares in fragrances only, top four and other, 2018
 - Figure 3: Brand shares in body sprays only, year ending May 2019
- Unisex or unique
 - Figure 4: New product development in fragrances and body sprays, by segment, January 2016-June 2019
- The consumer
- What I'm looking for
 - Figure 5: Usage of fragrances, May 2018 and June 2019
- A rose by any other name
 - Figure 6: Preferred scent type, by gender, June 2019
- Achieving balance
 - Figure 7: Emotive benefits of fragrance, by gender, June 2019
- Function vs discovery
 - Figure 8: Retailers where fragrances are purchased (online), June 2019
 - Figure 9: Retailers where fragrances are purchased (in-store), June 2019
- Unanswered questions
 - Figure 10: Attitudes towards fragrances, June 2019
- What we think

Issues and Insights

- The effect of modern masculinity
 - The facts
 - The implications
- Unlocking inner potential
 - The facts
 - The implications

The Market – What You Need to Know

- A bump in the road
- A man's world

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Each to their own

Know your consumers

Market Size and Forecast

Female fragrances stall the category

Figure 11: UK retail value sales of fragrances and body sprays, at current and constant prices, 2014-24

Trade-up drives future growth

Figure 12: Best- and worst-case forecast of UK value sales of fragrances and body sprays, 2014-24

Forecast methodology

Market Segmentation

Fine fragrances appeal to the modern man

Figure 13: UK retail value sales of fragrances only, by sector, 2017-19 (est)

Body sprays' success is short-lived

Figure 14: UK retail value sales of body sprays only, by sector, 2017-19 (est)

Channels to Market

Fragrances' success drives high-end retail

Figure 15: UK retail value sales of fragrances only, by outlet type, 2017 and 2018

Body sprays benefit from own-label innovation

Figure 16: UK retail value sales of body sprays only, by outlet type, 2017 and 2018

Figure 17: Boots Live + Be Beautiful Connection body mist, June 2019

Market Drivers

Scent stealers

Choosing a target

Figure 18: Trends in the age structure of the UK population, 2013-23

Unisex appeal

Figure 19: Any usage of beauty/grooming categories, all vs Generation X (NET), November 2018

Financial confidence growing

Figure 20: Trends in consumer sentiment for the coming year, June 2019

Rules of attraction

Figure 21: Length of relationships looking for on dating websites/apps, by gender, February 2019

Figure 22: Charlotte Tilbury Scent of a Dream Eau de Parfum, 2016

Companies and Brands – What You Need to Know

Take the lead

Unisex or unique

More than a woman

Make it your own

Market Share

Powerful manufacturers push fragrances

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Figure 23: Manufacturer shares in fragrances only, top four and other, 2017 and 2018

Figure 24: Examples of prestige fragrance launches from Coty. 2018

Leading body spray brands show decline

Figure 25: Brand shares in body sprays only, years ending May 2018 and 2019

Figure 26: Premium body spray/mist launches, 2018

Launch Activity and Innovation

Inspired to innovate

Figure 27: New product development in fragrances and body sprays, by launch type, January 2016-June 2019

Figure 28: New product development in fragrances and body sprays, by price positioning, January 2016-June 2019

Women reach a turning point

Figure 29: New product development in fragrances and body sprays, by segment, January 2016-June 2019

Figure 30: Examples of unisex fragrances inspired by location, 2018-19

Ethics are the new luxury

Figure 31: Top fastest-growing and declining claims in fragrances and body sprays, % change 2017-18

Figure 32: Examples of fragrance launches with sustainable claims, 2018

Confidence in me

Figure 33: Awake Organics Natural Perfume Oils gift set, 2018

New approaches

Figure 34: Proportion of NPD in fragrances and body sprays, by top ultimate companies and other, 2018

Figure 35: Examples of format innovation in fragrance, 2018-19

Own-label keeps body sprays fresh

Figure 36: Examples of own-label body spray launches, 2018-19

Advertising and Marketing Activity

Tip of the iceberg

Figure 37: Total above-the-line, online display and direct mail advertising expenditure on fragrances and body sprays, January 2016-May 2019

Smaller brands utilise digital

Figure 38: Total above-the-line, online display and direct mail advertising expenditure on fragrances and body sprays, by media type, January 2016-May 2019

Women lag behind while men are underestimated

Figure 39: Dior fragrances TV campaigns (Joy, J'adore, Sauvage), 2018

Figure 40: Total above-the-line, online display and direct mail advertising expenditure on fragrances and body sprays, by product type, January 2016-May 2019

Figure 41: John Boyega as The Gent, July 2019

Waiting for something new

Figure 42: Total above-the-line, online display and direct mail advertising expenditure on fragrances and body sprays, by top companies, 2018

Nielsen Ad Intel coverage

Brand Research

Brand map

Figure 43: Attitudes towards and usage of selected brands, May 2019

Key brand metrics

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

Figure 44: Key metrics for selected brands, May 2019

Brand attitudes: Gucci sets itself apart from other fashion houses through quality

Figure 45: Attitudes, by brand, May 2019

Brand personality: Traditionally male brands appear accessible

Figure 46: Brand personality – macro image, May 2019

Male fragrances have more differentiated images

Figure 47: Brand personality – micro image, May 2019

Brand analysis

Chanel is well loved

Figure 48: User profile of Chanel, May 2019

Gucci has the ingredients for success

Figure 49: User profile of Gucci, May 2019

Dior should borrow from its fashion image

Figure 50: User profile of Dior, May 2019

Try, try again for Boss

Figure 51: User profile of Boss, May 2019

Vera Wang can investigate ethics

Figure 52: User profile of Vera Wang, May 2019

David Beckham relies on personal reputation

Figure 53: User profile of David Beckham, May 2019

JOOP! comes out to play

Figure 54: User profile of JOOP!, May 2019

The Consumer – What You Need to Know

What I'm looking for

A rose by any other name

Achieving balance

Function vs discovery

Unanswered questions

Usage of Fragrances

Everyday luxury

Figure 55: Usage of fragrances, May 2018 and June 2019

Use declines with age

Figure 56: Usage of fragrances, by age, June 2019

Scent Types

Following tradition

Figure 57: Preferred scent type, by gender, June 2019

Scent preferences among men

Young and sweet

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Figure 58: Men's preferred scent type, by age, June 2019

The human league

Scent preferences among women

Not so different after all

Figure 59: Women's preferred scent type, by age, June 2019

Wake up and smell the roses

Fragrance and Emotion

What women want

Figure 60: Emotive benefits of fragrance, by gender, June 2019

Not in the mood

Figure 61: Examples of UK fragrance launches with aromatherapy claims, 2019

Emotions sought by men

A little romance

Figure 62: Emotive benefits of fragrance among men, by age, June 2019

Take it down a notch

Emotions sought by women

The struggle for power

Figure 63: Emotive benefits of fragrance among women, by age, June 2019

How to be a girl

Figure 64: Lancôme Idôle, July 2019

Purchase of Fragrances

Leave it to me

Figure 65: Fragrance purchase in the last 12 months, by age, June 2019

Store choice is everything

Figure 66: Retailers where fragrances are purchased (in-store), June 2019

Considerations change online

Figure 67: Retailers where fragrances are purchased (online), June 2019

Figure 68: Browsing for fragrances online, heat map, April 2019

Online is key for gifting

Figure 69: Online retailers where fragrances are purchased, by type of purchase, June 2019

Attitudes towards Fragrances

The art of subtlety

Figure 70: Attitudes towards fragrances, June 2019

Figure 71: D.S. & Durga I Don't Know What Eau de Parfum Fragrance Enhancer, 2018

Younger consumers could move on

Figure 72: Agreement with attitudinal statements, by age, June 2019

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

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Consumer research methodology

Market Forecast methodology

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