“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.

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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