

## **Fragrances in the US**

Market Direction | 2024-05-01 | 28 pages | Euromonitor

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### **Report description:**

Given the post-pandemic euphoria seen for fragrances, expectations were that the category, and particularly premium fragrances, would start seeing some signs of deceleration or consumer fatigue, potentially leading to some trading down to mass fragrances. However, this was not the case in 2023, as premium fragrances maintained double-digit current value growth momentum; albeit slowing. Results from Euromonitor's Voice of the Consumer: Beauty Survey, fielded June to July 2023, confirmed that 50%...

Euromonitor International's Fragrances in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Mass Fragrances, Premium Fragrances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Fragrances market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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FRAGRANCES IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resilience of premium fragrances continues in 2023, supported by consumers' frequent usage  
Consumers explore value hacks as they look for more affordable ways to engage with fragrances...  
...although value hacking behaviour is not substantial enough to uplift mass fragrances

PROSPECTS AND OPPORTUNITIES

More cautious fragrance consumers are expected in the forecast period as beauty budgets are pressured  
Players in premium fragrances have opportunities to tap into discovery-driven purchase motivations by focusing on delivering a luxury experience  
As wellness and skin health are top-of-mind for beauty consumers, more innovation is expected in line with skinification or clean beauty motivations

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