

Fragrances in the US

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

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

CATEGORY DATA

- Table 1 Sales of Fragrances by Category: Value 2018-2023
Table 2 Sales of Fragrances by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Fragrances: % Value 2019-2023
Table 4 LBN Brand Shares of Fragrances: % Value 2020-2023
Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
Table 7 Forecast Sales of Fragrances by Category: Value 2023-2028
Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN THE US

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

- Table 9 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 15 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Fragrances in the US

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com