

The Future of Fragrance: 2024

Competition in local vs international brands will see NPD take multisensorial experiences to the next level. NPD can promote cultural heritage and a feel-good factor.



Clotilde Drapé

Global Beauty Analyst

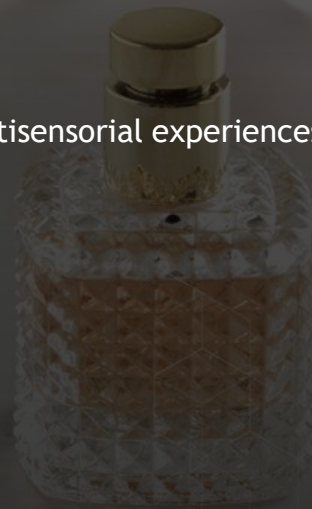


Table Of Contents

1

WHAT YOU NEED TO KNOW

2

IN THE NEXT TWO YEARS

3

IN FIVE YEARS AND BEYOND

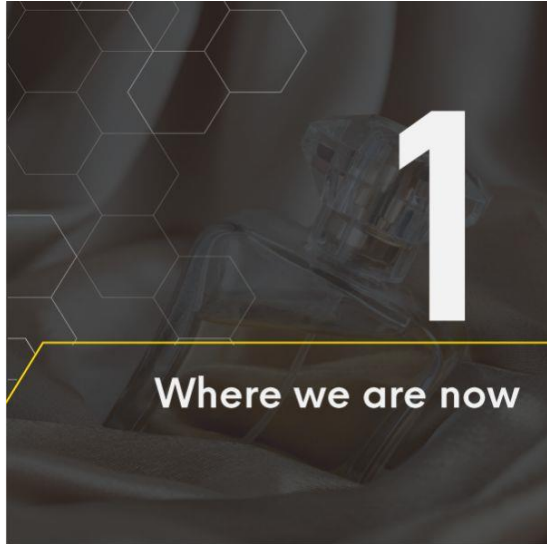
4

KEY TAKEAWAYS



WHAT YOU NEED TO KNOW

Where we are now



Capitalise on the 'perfume index' to drive growth

- Appetite for fragrances is strong thanks to the category's positioning as an affordable luxury. However, the [growing popularity of dupe culture](#) will challenge premium brands.
- Premium brands will have to find creative solutions to compete against cheaper alternatives.

Drive sustainability beyond packaging

- [Ethical and environmental claims](#) are the second biggest claim in fragrance innovation; however, there's space to go beyond packaging and focus on [local ingredient sourcing](#).

Link scent to emotions to help alleviate stress in consumers' lives

- Consumers are [actively seeking ways to reduce stress](#), and there has been a rise in fragrance innovation with [functional claims](#).
- With 78% of UK consumers who think fragrances can improve mental wellbeing, fragrances have opportunities to promote their mood-boosting merits.

Mintel recommends: in the next two years

Rethink the luxury fragrance experience

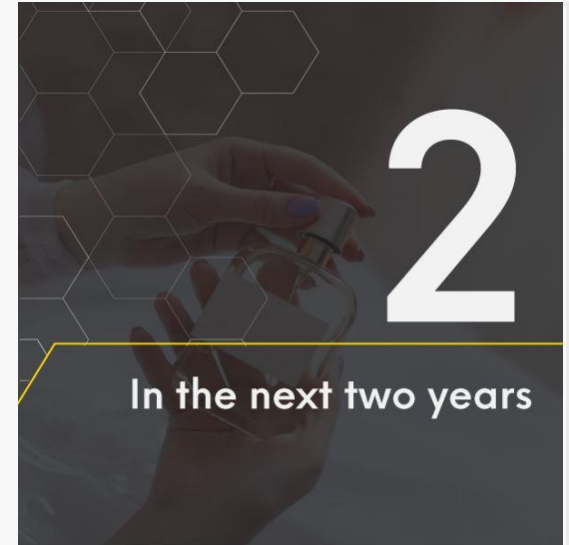
- Create accessible luxury for those on lower budgets using creative entry-level formats and elevated experiences.
- Create excitement around luxury launches by blending physical and online retail.
- Revisit heritage brands with a modern twist to appeal to consumer nostalgia.

Go beyond conventional scent notes

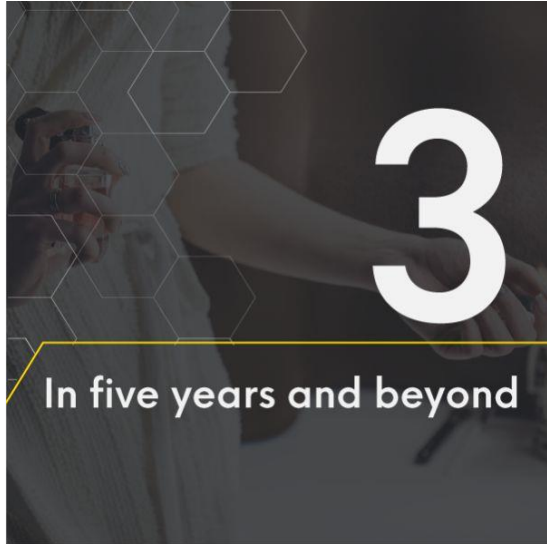
- Introduce consumers to elements of local culture to boost the appeal of international brands.
- Showcase a fragrance's local heritage to convince consumers to trade up.
- Collaborate with other industries to create multisensory fragrance experiences.

Help consumers express their scented self

- Bridge the gap of the mind-body connection with at-home opportunities for 'scentscaping'.
- Drive wellbeing with multisensory experiences, eg sound and scents.
- Create a sense of empowerment through scent by helping consumers express all of their spectrum of emotions.



Mintel recommends: in five years and beyond



'Tech it' to the next level in fragrance experiences and formulas

The beauty industry is heading towards a tech revolution, and fragrances will go in the same direction. Technology can not only **help create more personalised solutions** but also **aid in sampling and help monitor consumer reactions** to fragrances.

It can also be used to change the way fragrance is used and created; **wearable devices** could pave the way for a new fragrance format, while AI can be used to **discover new ingredients** as well as **predict the smell of different molecules**.

Although there's overall consumer optimism when it comes to tech, there will be challenges in different regions around consumer acceptance and scepticism when it comes to AI that brands will need to navigate.

IN THE NEXT TWO YEARS

MINTEL

Read on [intel.com](https://www.mintel.com)

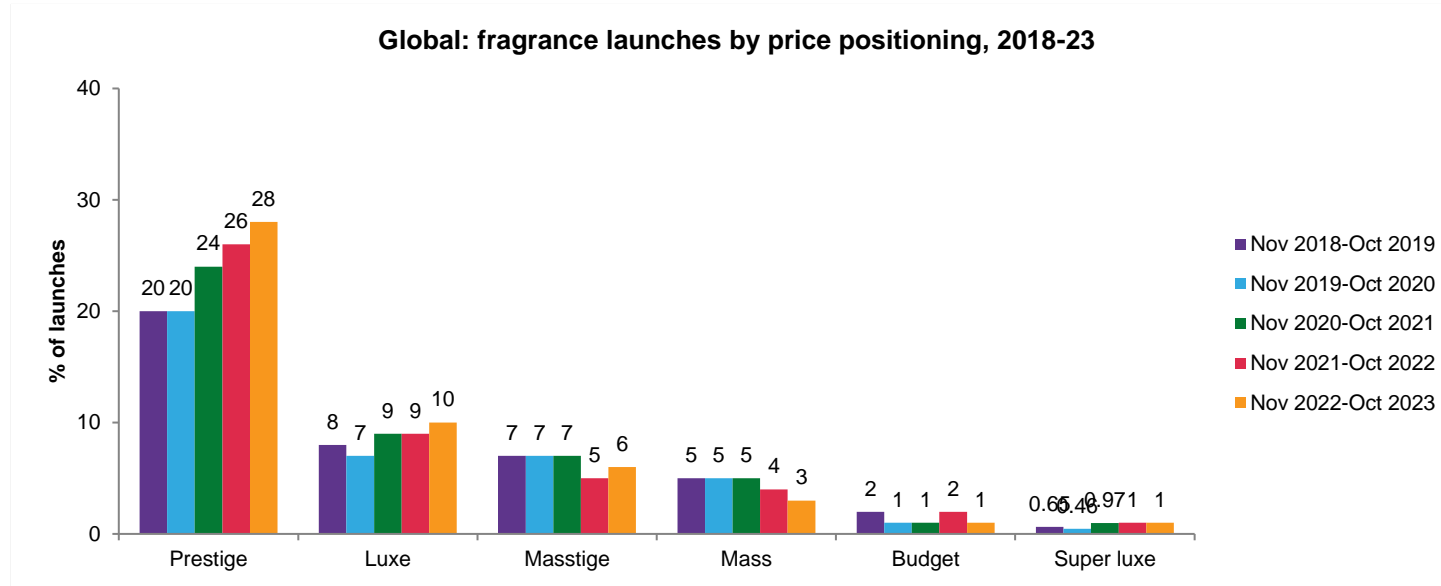
Rethink the luxury fragrance experience

As innovation favours premiumisation in the category, **some consumers may be priced out**. In addition, competition at the premium end is intensified, meaning that **luxury brands will need to do more to stand out**.

To **increase accessibility and market penetration** for those on a lower budget, premium brands can innovate in options that are positioned as an affordable luxury and **entry gate into the luxury world**. For those who are willing to spend, luxury brands can stand out of the crowd by **creating excitement with limited editions**, tapping into the **nostalgia trend to create emotional connections** to fragrances and **capitalising on the 'quiet sustainability' trend**.

Prestige and luxe continue to fuel fragrance innovation globally

Globally, the fragrance market continues to see a **premiumisation of launches**. Leverage the appeal of fine fragrances as an entry-level gateway into the world of luxury.



Promote the merits of quality and the desirability of luxury

Luxury beauty brands benefit from their desirability among consumers, who see it as a way of expressing their social status.

APPETITE FOR PRESTIGE

56%

of Italian adults typically [use premium/luxury fragrance brands vs 30% who use own-label/mass-market brands](#)

QUALITY OF INGREDIENTS

58%

of Spanish consumers agree that [premium/luxury products are made with higher-quality ingredients compared to lower-priced brands](#)

DESIRABILITY

37%

of Chinese adults [desire luxury beauty products a lot](#) (making it the most desired luxury product type)

Base: Italy: 1,000 internet users aged 16+; Spain: 893 internet users aged 16+ who use beauty and personal care products and have bought them in the last 12 months; China: 1,200 internet users aged 18-59

Source: Kantar Profiles/Mintel, June 2023; KuRunData/Mintel, September 2023

MINTEL

Read on [mintel.com](https://www.mintel.com)

Leverage dupes as a gateway into fragrances



Brands are a status symbol

76%

of Chinese adults agree that brands
are a demonstration of one's value

Base: China: 1,200 internet users aged 18-59

Source: [KuRunData/Mintel](#), September 2023

MINTEL

Read on [mintel.com](https://www.mintel.com)

Leverage dupes as a gateway into fragrances

Dupe culture (buying lower-cost copies of premium/luxury brands) is driven by the desire to save money, and in the UK, [those in lower-income households show higher interest in fragrance dupes](#).

However, dupes **need not necessarily be a threat to fine fragrance brands** but can be positioned as an **affordable entry-level gateway into the category** for new consumers. They can appeal to **consumers on a budget who want to try and discover scents that resemble more expensive brands**.

Established fragrance brands can innovate in **more creative entry-level formats** such as hair perfumes, accessories or scented body products that can introduce lower-budget consumers into their scented universe.



Rethink fragrance formats for all wallets

With 39% of German consumers valuing [smaller-sized premium/luxury products](#), offer new, affordable ways to experience fine fragrances.



Accessorised fragrance

[Savoni's](#) fragrance jewellery offers a solution for 'scenting without irritating the skin'. The brand provides reusable ceramic discs on pieces of jewellery that can be scented with perfumes and essential oils.



Multipurpose scents

[Celine's scented soaps](#) revive ancient traditions of perfumery when scented soaps were used instead of fragrances. They can be used dry or wet and stored in boxes to scent the home. They contain sweet almond oil and vegetable glycerin.



'Skinify' solid fragrance

[Heretic Parfum Gardenia Butter](#) is a rich and buttery base made from a blend of coconut, shea butter and vegetable waxes. The perfume butters are 25% concentrations of pure essential oils, absolutes, concretes and floral waxes.

Create excitement around fine fragrance with limited editions



KAYALI unveiled a [limited edition fragrance dessert collection](#) with Margaux Bakery in Dubai

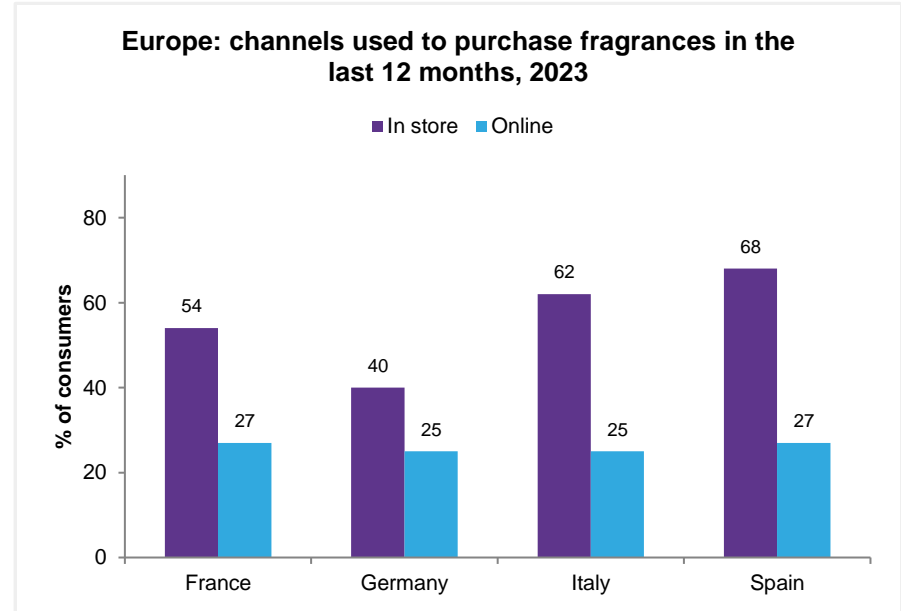
When it comes to fine fragrances, the purchase process is as much about the experience as it is about the final purchase. In Spain, 43% of consumers agree that [buying limited edition premium/luxury products is more exciting than buying regular versions](#). Creative experiences, particularly around limited edition launches, can be a way to create connections between consumers and fine fragrance brands.

Collaborate with industries outside of beauty to surprise consumers and appeal to their senses and curiosity. Mintel Trend [Enjoyment Everywhere](#) states that consumers are ready to explore, play and embrace novel experiences, both virtually and in the real, physical world.

Blend physical and online retail to encourage fragrance discovery

Creating an omnichannel experience from online to offline is increasingly important but tough to do in fragrances, in which creating an online experience is challenging. However, as the category is gaining traction online and consumers are [buying fragrances they've seen on social media](#), brands can tap into trends such as [#PerfumeTok](#) in store.

In Paris, department store [Le Printemps' scent room](#) offers a wide variety of niche fragrance brands such as Korean brand Born to Stand Out, DS & Durga and Pafums de Marly, which have piqued consumer interest on social media. In China, [S'Young International is launching a flagship store in Changsha](#). It aims at targeting 'high end' beauty consumers to help them discover niche local and international brands using AI.



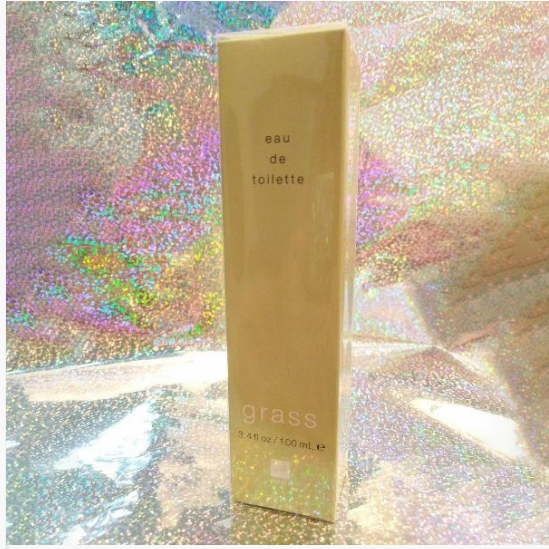
Base: France, Italy, Spain: 1,000 internet users aged 16+ in each market; Germany: 2,000 internet users aged 16+

Source: [Kantar Profiles/Mintel, November 2022](#)

MINTEL

Read on [mintel.com](#)

Go back to basics by reinventing old classics



[Grass by Gap](#) used to cost \$15 in 1994 and now sells for \$200-300

Premium brands can appeal to nostalgia and their own heritage to seduce consumers from multiple generations. Mintel Trend [Never Say Die](#) explains that **consumers may still gravitate towards old concepts that have a modern twist to bridge together the past and the present.**

With 65% of US adults* agreeing that they [enjoy products that remind them of the past](#), this trend has seen a **growing demand for vintage fragrances** on platforms such as [Ebay](#) where consumers seek fragrance bottles from the Y2K era and cheap fragrances are now reaching astronomical prices. This answers a demand to cut through the noise of all the fragrance launches and activity alongside an **appetite for 'vintage' from Gen Z and the wish to reminisce childhood smells for Millennials.**

Looking ahead, brands can **capitalise on nostalgic scents and revive old classics.**

Revive heritage brands with a modern twist

A revival of heritage brands with a modern twist will appeal to consumers' sense of nostalgia and highlight the category's traditional art.



Modernised tradition

After an acquisition in 2018, [Caron Perfume House](#) has relaunched its fragrances by embracing the house heritage while modernising formulations with natural ingredients and refillable stackable bottles engraved with the brand's logo.



Reviving ancestral know-how

[Officine Universelle Bully](#) places ancestral know-how in beauty at the heart of its brand. The water-based perfumes are formulated in a French laboratory and inspired by ancient ingredients and recipes while incorporating new technologies.



Art-deco-inspired packaging

Originally created in 1935, [Bienaimé](#) fragrances were revived in 2021 by Cécilia Margui. The founder uses an art deco style inspired by the brand's original packaging to create pieces of art designed to embellish one's home.

Focus on the fragrance narrative to modernise celebrity launches

The nostalgia trend could suggest a **revival of celebrity fragrance launches**. However, scents will be a key driver for consumers as they [value the scent over buying from a celebrity brand](#).

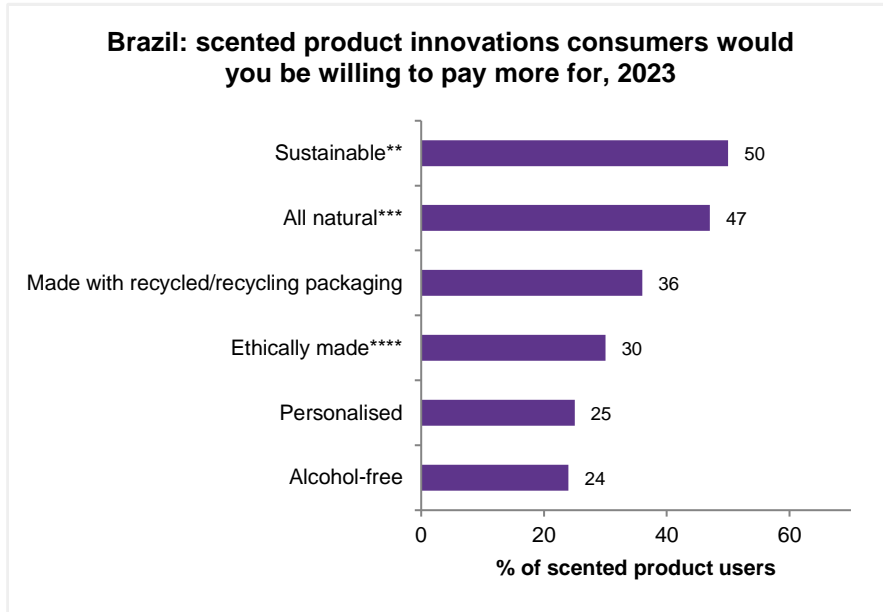
Celebrity brands could premiumise by **focusing on scents and ingredients rather than the celebrity**.

Victoria Beckham's latest fragrance line is composed of three fragrances inspired by different eras in her life. The [Portofino '97](#), for example, evokes romance with notes of Calabrian bergamot and black pepper and is bottled in a flacon inspired by a vintage parfum bottle Victoria collected while travelling.



[Victoria Beckham's fragrance line](#) evokes different eras in her life

Make sustainability the norm as part of 'quiet sustainability' commitments



Base: Brazil: 1,383 internet users aged 16+ who use scented products

Source: [Kantar Profiles/Mintel, November 2022](#)

Sustainability is no longer a nice-to-have as consumers have come to expect it in product propositions. In 2023*, ethical & environmental claims accounted for [41% of fragrance launches](#), making it the second biggest claim in the category (up from 18% in 2019).

As consumers prioritise ['clean' formulations over eco-friendly packaging](#), sustainable innovation should move beyond packaging and look towards the entire supply chain.

In the premium sector, consumers don't necessarily want sustainability to be the centre of a product proposition, and brands should embrace the trend of ['quiet sustainability'](#). This means embedding sustainability into the product as a whole without compromising on the luxury look/feel.

Introduce a less-is-more approach to sustainability

Mintel's 2024 BPC Trend [Sophisticated Simplicity](#) places emphasis on ingredient quality, proven efficacy and the reassurance of simplicity, which will position brands as leaders in both efficacy and sustainability.

Looking ahead, the fragrance category can embrace a less-is-more approach, choosing **simplicity and organically grown ingredients** to reassure consumers on commitments to sustainability.



[Matiere Premiere](#) uses one ingredient locally sourced in a high dosage



[ORMAIE](#) offers ampoules to recharge The Small Bottles range

Regional perspective: leverage the desirability of premium fragrances

EMEA

Premium fragrances are faring well, but [price comparison is common](#), making NPD in lower-cost entry-level formats relevant for the region.

Premium brands [aren't associated with being sustainable](#); however, sustainability is now an expectation. Brands can **embrace 'quiet sustainability'** by integrating it as a given in product propositions.

APAC

As **premium fragrances are a [demonstration of personal worth](#)**, creating excitement around launches in the retail space will interest APAC consumers.

International luxury brands should take note of **rising competition from domestic brands**. Reviving the tradition of heritage brands could be a way to remain relevant.

The Americas

In the US, the market for **vintage fragrances** will offer opportunities for brands to **revive past scents** as [consumers embrace nostalgia](#).

In Latin America, sustainability is increasingly important; in Brazil, [50% of consumers are willing to pay more for scented innovations that are sustainable](#).

Go beyond conventional scent notes

Global fragrance brands can **take inspiration from niche local players** and **country-specific scent trends** to incorporate those into their fragrances to bring a sense of escapism, as well as **optimise costs by exploring local ingredient sourcing**.

By helping consumers discover local scents while preserving local heritage, there will be opportunities to drive consumer engagement and reach new audiences by **rethinking the scents that go into fragrances** and appeal to emotional connections to specific smells.

Narrow down the source for fragrance ingredients

Drive consumer engagement into the category and reach new audiences by introducing elements of local culture into fragrances.

LOCALLY SOURCED

26%

of French consumers would be interested in fragrances that are [made with locally sourced ingredients](#)

ELEMENTS OF LOCAL CULTURE

33%

of Chinese adults would be interested in [ingredients with elements of Chinese culture in fragrances](#)

CIRCULAR ECONOMY

67%

of US adults agree that [more global brands should partner with small, local businesses](#)

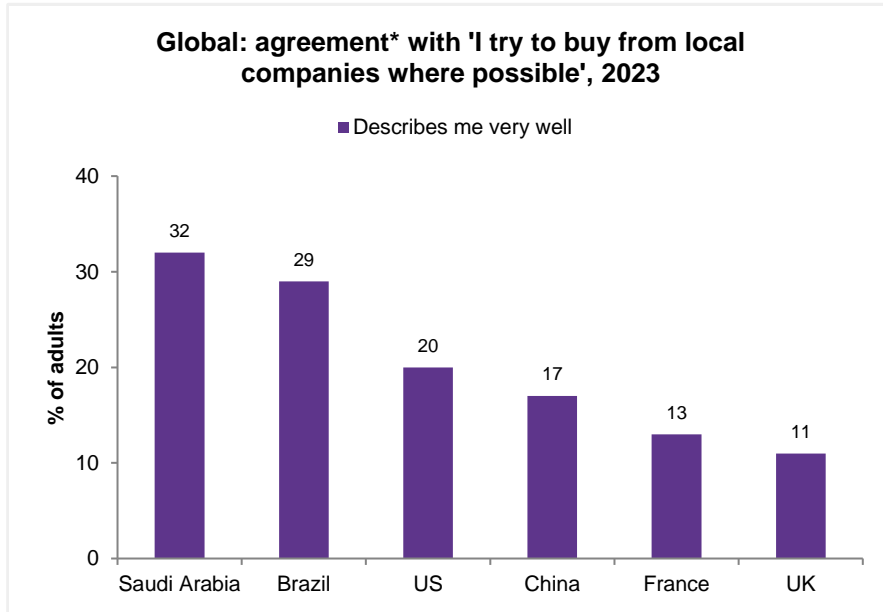
Base: France: 711 internet users aged 16+ who have bought fragrances for themselves in the last 12 months; China: 3,000 internet users aged 18-59; US: 2,000 internet users aged 18+

Source: Kantar Profiles/Mintel, January 2023, May 2023; KuRunData/Mintel, March 2023

MINTEL

Read on [mintel.com](https://www.mintel.com)

Understand local heritage to create new fragrance scents



Local fragrance cultures present opportunities for innovation to **look beyond Western markets for new scent notes** and be inspired by brands leveraging localised scents from Middle Eastern or Asian countries, which cater for local audiences.

As fragrance has strong cultural ties, brands can understand each region's cultural differences and express the nuances through scent. In Saudi Arabia, 79% of consumers* agree that [their heritage is an important part of their identity](#).

Mintel Trend [Culturally Connected](#) explains how cultural and regional traditions evolve and modernise as **consumers look to their history to understand their identity** within the broader global collective.

Base: Saudi Arabia, US, China: 1,000 internet users aged 18+ in each market; Brazil, France, UK: 1,000 internet users aged 16+ in each market

Source: [Kantar Profiles/Mintel, March 2023](#); [KuRunData/Mintel, March 2023](#)

MINTEL

Read on [mintel.com](#)

Seek inspiration from brands leveraging their local heritage

Incorporate elements of traditional culture to appeal to local consumers and introduce new consumers to local heritage.



Reviving Chinese heritage

[To Summer](#), a Chinese fragrance brand, aims to bring back memories of Chinese scents such as sharing mandarins during Chinese New Year. The fragrance cap is an octagon that reminds one of windows in ancient Chinese gardens.



Local ingredients at heart

[Elore](#) fragrances are inspired by Korean heritage. It aims to give a different experience than the 'Euro-centric' market does by offering scents derived from Korea's ancient fragrance history. It uses notes such as Boseong tea and *Schisandra* berry.



Inspiration from Middle Eastern scents

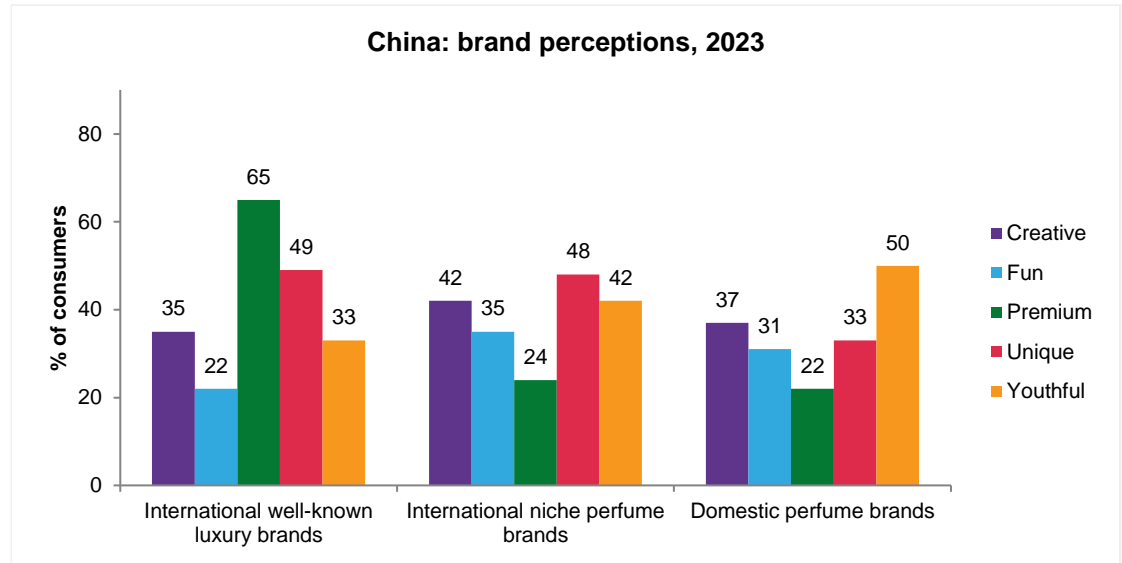
[OJAR](#) fragrances are unisex and offer a balance between heritage and modernity by combining the finest ingredients. They contain ingredients inspired by Oman such as rose of Jebel Akhdar or honey from Rustaq.

Play your strengths according to local tastes

When entering new markets, it's important to understand brand perceptions and local tastes.

In emerging fragrance markets such as China, where the **fragrance market is poised to reach \$3.3bn in 2027**, new domestic brands are leveraging local knowledge of ingredients and heritage to appeal to younger generations.

However, premium brands can leverage their brand equity and play on their strengths by offering luxury and unique experiences to local consumers.



Base: China: 2,406 internet users aged 18-59 who have purchased fragrance/scented products for self-use in the last six months

Source: [KuRunData/Mintel, March 2023](#)

MINTEL

Read on [mintel.com](#)

Put the perfumer in the spotlight



Dior put perfumer [Francis Kurkdjian](#) at the heart of its latest launch

The fragrance category benefits from centuries of traditions and expert noses behind the most famous scents around the world. Showcasing this expertise will help justify higher price points and compete against domestic players, especially among new fragrance shoppers; in China, 21% of adults are [interested in fragrances created by renowned perfumers](#).

Showcasing the artistry and quality of ingredients and opening up the creation process could convince consumers to trade up to more expensive fragrances. In Germany, 37% of consumers agree that [premium/luxury products are made with higher-quality ingredients compared to lower-priced products](#).

Dior's launch of L'Or De J'Adore put in the spotlight **Francis Kurkdjian** as the nose behind the fragrance, benefitting from the social media success of his eponymous fragrance brand.

Tap into Middle Eastern fragrance heritage for powerful scent discovery

Tapping into local scents can also transport the consumer to new places; in Italy, 25% of consumers are [interested in fragrances that make them feel like they are in another time/place](#).

On TikTok, '[Arabian perfumes](#)' has garnered 275.7m million views as of November 2023, suggesting that Middle Eastern heritage can be leveraged to provide **scent experiences inspired by local traditions such as bakhoor and fragrance oils**.



The KAYALI Oudgasm range comes with [bakhoor](#) for the home



[Nemat fragrance oils](#) can be used to create unique scents

Create ingredient stories around unconventional scents

Creating a story and narrative around the scent and ingredients will entice consumers to explore unconventional scents.



Smell like a garden

[Officine de Bully Caribbean Sweet Potato and Afghan Carrot](#) is an alcohol-free perfume inspired by an old collection of seeds and transports the wearer to a 'morning stroll through the vegetable garden and orchard'.



Complex pistachio

[DS & Durga's Pistachio Eau De Parfum](#) associates pistachio in the top, heart and base notes but **combines the ingredient with the spicy notes** of cardamom, roasted almond and patchouli and vanilla crème to add a sweet note.



Coffee revisited

[Akro's Awake](#) fragrance aims to [revisit](#) 'the **craziness of coffee** through a concentrate of unstable energy that finds its power in bitter scents'. It features notes of Santos coffee, green cardamom, Italian lemon and Haitian vetiver.

Collaborate with other industries to create multisensory experiences

Collaborating with industries outside of beauty can be used to create new multisensory fragrance experiences to connect consumers to local ingredients.



Develop the concept of fragrance tourism
The [city of Kannauj](#) in India organises **sensory dining experiences** with a curated menu of local cuisine paired with fragrance. There are **opportunities to develop tourism around fragrance discovery** to learn about local ingredients.



Connect art, local know-how and fragrance
Icelandic brand [Fischersund](#) opened a retail space in Reykjavik to showcase its locally manufactured and sourced fragrances. The store is designed like an exhibition and invites consumers to **listen to music while learning about scents**.



Read while you sniff
Chinese fragrance brand [Documents](#) has opened a permanent bookstore in Shanghai. It aims to **host events** around cultural exploration while allowing consumers to **discover its fragrances**.

Leverage travel retail to entice domestic brand discovery

ELEVATE THE DUTY-FREE
EXPERIENCE

55%

of US adults would be [interested in experiential retail shops at airports](#)

Travel retail remains a destination to discover domestic and international fragrance brands, particularly as [consumers still buy fragrances from duty-free shops](#).

Leverage travel retail in major city airports to offer opportunities to discover local fragrance brands. Moreover, fragrance brands can leverage the channel to launch travel retail exclusives to drive excitement among travellers, as done by [Molton Brown](#) with its new Wild Mint & Lavandin range.

Travel retail is also a space for experimentation, where brands can create experiences using technology. Travel retail company [Dufry](#) is opening Haute Parfumerie concept stores in airports and stock premium niche fragrance brands with a multisensory phygital Fragrance PlayTable to help customers to identify their olfactory profile.

Base: US: 1,168 internet users aged 18+ who have taken a flight in the past 12 months

Source: Kantar Profiles/Mintel, August 2022

MINTEL

Read on [mintel.com](https://www.mintel.com)

Regional perspective: prioritise tradition and local craftsmanship

As fragrance has strong cultural ties, brands can **understand each region's cultural differences** and express the nuances through scent.

- In Europe, **put the 'noses' at the heart of brand narrative** and introduce them as part of brand storytelling to [justify ingredient quality and higher price points](#).
- In MEA, promote the **strong cultural ties of the Middle East to fragrance** and [bring a sense of escapism](#) by leveraging local traditions.
- In China, [introduce younger local consumers](#) to fragrances by **leveraging local ingredients** and creating [experiences for discovery](#).
- In the US, [associate local consumption to eco-friendly behaviours](#) to drive consumer interest in domestic brands.

The opportunity will **open consumers to new scent discovery and raise awareness of local traditions**.

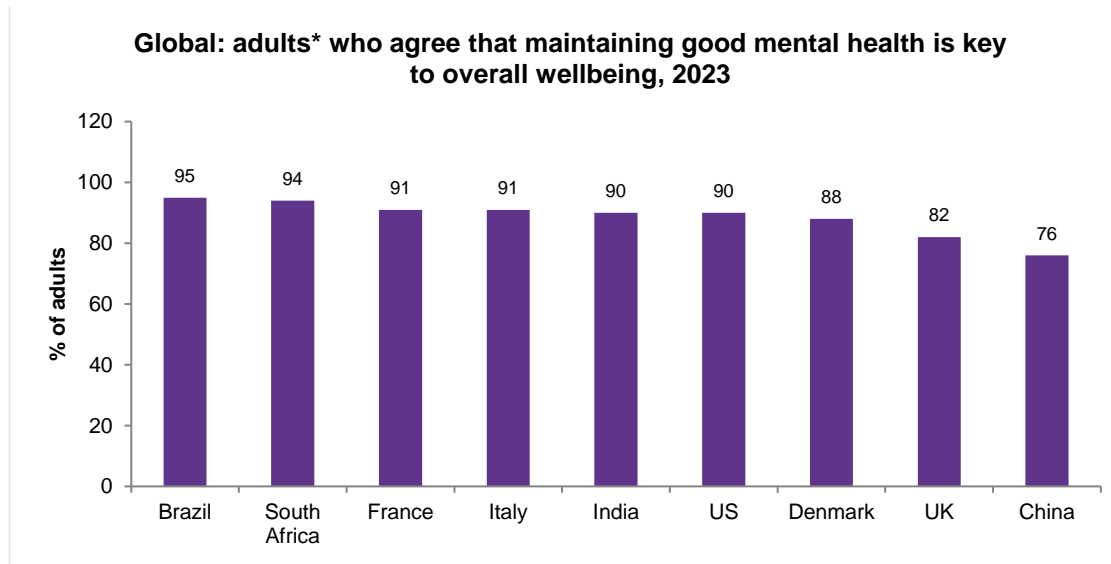


Help consumers express their scented selves

Wellness is entering the next stage in which consumers are **looking for the proof behind wellbeing claims**. Fragrance brands can **explore the mind-body connection** and offer more scientific explanations of the impact of scent on mood. Brands can also **explore multisensory experiences to elevate wellness**, as well as layering and challenging gender norms to cater for fluidity when it comes to mood/identity.

Enhance consumers' wellness journeys and bridge the gap of the mind-body connection with fragrances using sensorial experiences and at-home opportunities for 'scentscaping'.

Drive the mind-body connection to help consumers alleviate stress



Wellbeing remains a focus for consumers globally; however, they're looking for the next stage as the mind-body connection is well established, as discussed in Mintel's 2024 BPC Trend [NeuroGlow](#).

In fragrances, this means leveraging research around neurotechnology to prove the mood-boosting benefits of fragrances and creating sensorial experiences.

Base: Brazil, France, Italy, Denmark, UK: 1,000 internet users aged 16+ in each market; South Africa, India, US, China: 1,000 internet users aged 18+ in each market

Source: [Kantar Profiles/Mintel, September 2023](#)

MINTEL

Read on [mintel.com](#)

Use the home as a sanctuary for fragrance discovery

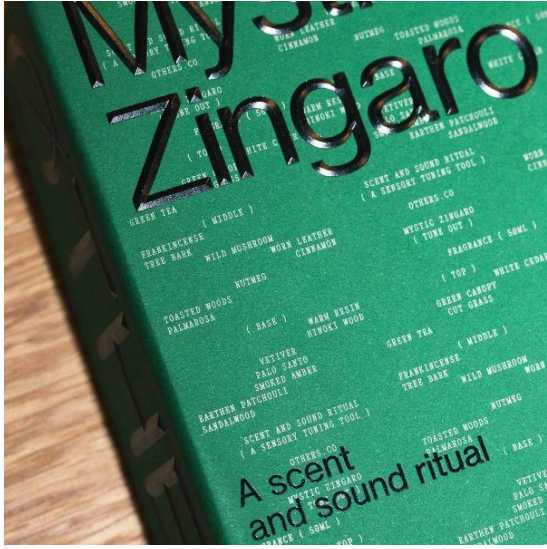
As the home is a person's sanctuary, increasing fragrance usage occasions within it can tap into consumers' lifestyles. This will create opportunities to offer 360-degree usage of fragrances around the home and body for an **elevated experience of scents**.

Tapping into trends such as '**scentscaping**' (the art of decorating a space or room with scent), NPD can help consumers create spaces in their homes dedicated to wellbeing by creating **different scented atmospheres according to moods and seasons**. Brands such as [Nonfiction](#) offer a range of scented products such as room sprays, candles and perfumes for consumers to create atmospheres at home that reflect their current state of mind.



[Nonfiction](#) is a Korean lifestyle and fragrance brand

Drive wellbeing with sensorial experiences



[Others](#) looks at the relationship between scent, sound and wellbeing

While consumers associate fragrances with [helping to elevate their wellbeing](#), there will be a need to **provide scientific evidence behind claims**. Looking ahead, brands will have to showcase research and data to provide reassurance and drive consumer engagement in the category.

Fragrance brand Others is showcasing research that shows the connection between scent and sound and their impact on human psychophysiology. The brand uses Givaudan's Phytogaia accords, based on phytoncide chemical compounds* to support 'naturalness', wellbeing and hygiene positioning.

Multisensory experiences, connecting scent to sound, can enable consumers to have deeper fragrance experiences.

Create an intimate connection between fragrance and the wearer

Leverage social media interest in ['skin perfume'](#) to provide scents that create an **intimate connection with the user** by using ingredients such as Iso E Super and light musks to create 'clean' sensorial scents.

Japanese brand [Ahres Soundskin Perfume](#) offers lighter scents and invites consumers into an immersive experience of 'hearing the scent while tasting the scent'.

Such scents can balance stronger gourmand smells to offer lighter scent alternatives.



Innovate in raw scents that work with the wearer's skin

Offer an intimate fragrance experience by empowering consumers to smell their natural self through 'skin scents'.



Smells for the intimate area

[Puzzy By Anitta](#) is a range of Intimate Deo Colognes that can be applied on the external genital area and/or underwear, from at least 8 inches. It aims at empowering the wearer, is alcohol- and paraben-free and dermatologically tested.



Smells of flesh and flowers

[Marlou Paris](#) offers fragrances created with scents in proximity to the natural odours of the skin to create an 'olfactive personality'. The packaging resembles old apothecary bottles and contains scents such as 'notes of fleur and flesh'.



Smell evolving with time

[Commodity's fragrance Paper](#) contains Iso E Super blend with touches of sweet amber for a scent that comes alive on the skin. The notes will evolve throughout the wear.

Bring a sense of empowerment through scent

Offer fragrance formats that will allow consumers to express themselves. Provide solutions for them to find the best options for themselves and their loved ones.

SELF-EXPRESSION

44%

of Chinese fragrance buyers have bought fragrances for themselves to [express their individuality](#)

HYPER-PERSONALISED

27%

of Spanish fragrance buyers would be interested in [fragrances designed specifically for them](#)

I AM WHAT I SMELL

45%

of Brazilian consumers agree [their favourite scent is an important part of their identity](#)

Base: China: 1,711 internet users aged 18-59 who have purchased fragrance for self-use in the last six months; Spain: 819 internet users aged 16+ who have bought fragrances for themselves in the last 12 months; Brazil: 1,383 internet users aged 16+ who use scented products

Source: KuRunData/Mintel, March 2023; Kantar Profiles/Mintel, January 2023, November 2022

MINTEL

Read on [mintel.com](https://www.mintel.com)

Introduce perfume layering for a more personal approach



[Dedcool's Milk Layering fragrance](#) can be layered with other fragrances

Expressing emotional wellbeing will also translate in helping consumers express their own identity through fragrances. However, mood and identity are fluid, so fragrance needs to be more adaptable to reflect that, which can be achieved through fragrance layering.

In the UK, [22% of UK fragrance users currently own five or more fragrances](#), meaning there are opportunities to leverage multiple fragrance ownership to create unique scents. Brands such as Dedcool offer fragrances such as Milk Layering Fragrance that encourage its users to **build their own fragrance wardrobes with scents designed to be layered in combination.**

Fragrance brands can create new scent categorisation by leveraging fragrance layering to reflect one's mood and desires such as 'clean', 'edible', 'rich' or 'vibrant'.

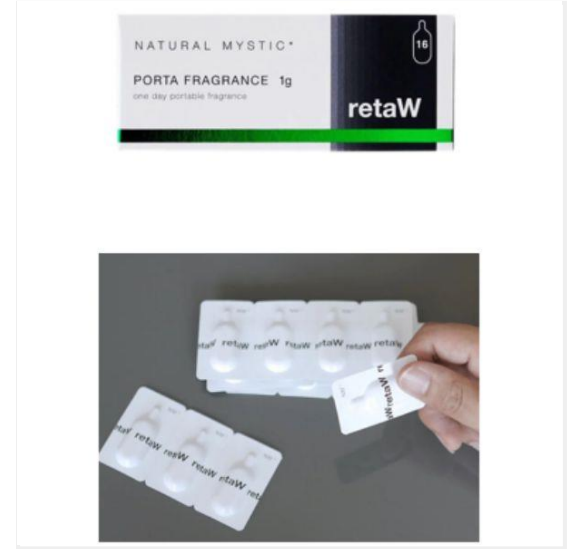
Rethink formats to allow for discovery and building fragrance wardrobes

Find unique and creative ways to allow consumers to experiment with fragrance without committing to a full-size bottle.

For 51% of Brazilian consumers, [trying a product before purchasing is important when buying a scented product](#). Creating innovative formats and packaging to trial and experience difference fragrances will appeal to consumers both in terms of budget and experience.



[RetaW solid fragrance](#) allows one to choose a scent to fit a mood or season



[RetaW's](#) portable single-dose fragrance resembles a medicine tablet

Modernise the gender narrative to offer fragrances that appeal to all



[Hawthorne's Dark Suede](#) moves away from traditional men's colognes

Looking ahead, the fragrance category will need to cater to a generation that is challenging gender roles. In Brazil, [younger male adults are more open to floral, fruity and gourmand scents in perfumes](#) while older women enjoy woody perfume scents, flipping traditional gendered expectations.

Genderless fragrance solutions that provide scents and packaging that will appeal to all genders will appeal to this demographic.

Brands such as [Outside](#) or [Hawthorne](#) offer fragrances with scent combinations that work for all genders and modernise categories such as colognes with notes combining Japanese Whiskey and green fig.

Create scents to express darker emotions

Fragrances can be used to express messages of darker emotions and even repel rather than attract. On TikTok, the search '[dark feminine perfume](#)' reached 134.9m views as of November 2023.

Such fragrances can use **unconventional ingredients and stories that trigger strong emotions** for the wearers. This will appeal to consumers looking for fragrances that make them stand out, with 32% of adults in China showing interest in [complex fragrance compositions](#).



[DS and Durga](#) Salem Gothic is inspired by goths in Salem



[Laughing with a Mouthful of Blood](#) was made in response to the overturning of *Roe v Wade*

Regional perspective: take the fragrance wellbeing benefits global



As consumers around the globe continue to [embrace the mind-body connection](#), fragrances will continue to have opportunities in the wellbeing space and help consumers express their identity.

- In Europe: **drive messages of empowerment through scent** by developing fragrances that reveal consumers' natural scent and [support skin health](#).
- In China: drive the mind-body connection by **integrating [elements of Traditional Chinese Medicine](#)** and [help consumers express confidence](#).
- US: encourage scent experimentation for **a more personalised experience** and drive the benefits tied to [mood-boosting claims of fragrances](#) using sensorial experiences.

IN FIVE YEARS AND BEYOND

MINTEL

Read on [mintel.com](https://www.mintel.com)

'Tech it' to the next level in fragrance experiences and formulas

As technology continues to impact the beauty and personal care industry, there is potential for it in the fragrance category both in terms of **shopping experience as well as ingredient formulation and product development.**

Artificial intelligence (AI) and virtual reality (VR) will change how consumers shop for and discover fragrances, enabling new business models based on more personalised diagnosis and greater understanding of formulations. Brands will be able to better monitor and understand consumer reactions to scents using neurotechnology while also providing opportunities to find more sustainable alternatives to natural ingredients.

Optimise fragrance discovery and innovation with new technology

Leverage interest and engagement with technology to offer new ways of experimenting with fragrances.

ENHANCED SHOPPING EXPERIENCE

49%

of US adults* who have heard of AI agree that [AI makes it easier to shop for products online](#)

INFLUENCE OF SOCIAL MEDIA

34%

of UK fragrance users have [bought a fragrance after seeing it on social media](#)

ENGAGEMENT IN EVERYDAY ACTIVITIES

38%

of Indian adults* strongly agree that they [prefer to engage in leisure activities that involve digital technology](#)

Base: US: 971 internet users aged 18+ who have heard of artificial intelligence; UK: 1,419 internet users aged 16+ who use perfume, cologne or aftershave and buy fragrances for themselves; India: 1,000 internet users aged 18+

Source: Kantar Profiles/Mintel, September 2023, June 2023; Dynata/Mintel, March 2023

MINTEL

Read on [mintel.com](https://www.mintel.com)

Leverage data to better understand consumer profiles

Mintel's 2024 BPC Trend [Beaut-AI](#) emphasises how **education and transparency will be crucial to build consumer trust** and making sure to secure data sources.

Companies such as Estée Lauder recently entered the field of generative AI by collaborating with Google Cloud to accelerate its technology strategy and explore AI-powered solutions to **help with R&D, understand consumer sentiment and create new digital touchpoints.**

From a B2C perspective, brands can **leverage consumer data to further tailor fragrance recommendations to shoppers' needs by connecting them with brand employees online or AI trained chatbots.** In China, Tmall launched its [perfume advising service](#) in February 2023. Shoppers are able to chat with 'certified perfume consultants' and receive advice on scents and gifting tips.



[Estée Lauder partnered with Google Cloud](#) for a generative AI solution

Use AI to enhance the fragrance path to purchase

Help consumers find the best scents suited to them using AI and data-driven solutions.



Sample before you buy
[Noteworthy](#) offers a 'fragrance finding algorithm', which is a **data-powered recommendation engine to help people find a fragrance they love**. The quiz asks questions about childhood, personality and reaction to scents in pictures.



No Ordinary Scent
[Swedish brand No Ordinary Scent](#) offers **fragrances blended on order**. The fragrance can be created in four steps, and the brand uses **AI to decode consumer profiles** after asking them to upload three images and choose base notes.



Perfume and oil for more personalisation
[Maison 21G](#) uses AI to create **fragrance products**. It suggests a perfume base completed with two fragrance oils for a more personalised scent. The company emphasises how it **uses technology to provide a luxury fragrance experience**.

Apply digital smell technology to aid sampling



ION 3: [OVR Technology's](#) cartridge-based wearable device

Technology can also help with sampling particularly as it aids personalisation. Companies can tap into digital olfaction technology to improve the customer experience.

At CES 2023, OVR Technology unveiled [ION 3](#), a wearable scent technology tool, optimised for VR, AR, mobile and desktop. Its reusable scent cartridge is said to be capable of producing thousands of unique scent combinations designed specifically for digital experiences. The device comes with OVR Scent Studio, which allows consumers to [create their own digital aromas](#).

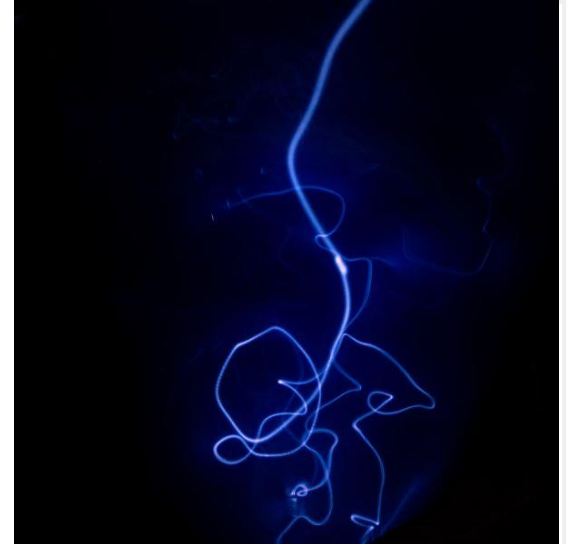
Take inspiration from such technologies to **create and test new fragrances without physical sampling.**

Improve consumer wellbeing with AI

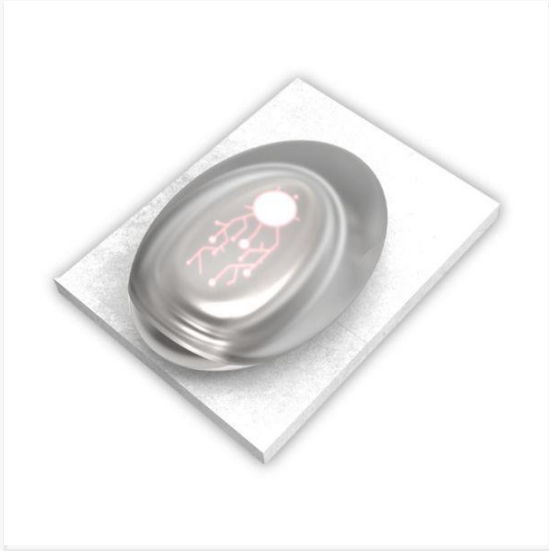
Givaudan launched [Well&Be](#) in February 2023, using neuroscience expertise, consumer intelligence, digital innovation and AI technologies. Such technology will help perfumers create formulations backed by science to provide the best scents according to consumers' moods.

The platform will help push the boundaries of wellbeing understanding through renowned mood technologies and the principle of sensorial congruence. It will cover 92 moods and emotions structured around five archetypes.

This type of technology **provides credibility** to mood-boosting and wellbeing claims and shows the correlation between emotional reactions and scents.



Introduce technology as a part of product packaging



[Perfume Tech's](#) Touch Activate perfume

Introducing technology into packaging can help brands improve the consumer usage experience and track consumer activity. It can also help brands **better understand consumers' use of fragrances** at home and anticipate the rate and amount of fragrance used.

New packaging solutions such as Perfume Tech's Touch Activated perfume (patent pending) integrates data within the packaging to **track consumer usage of the perfume**. The company also offers an app where consumers can **input their data to get refill recommendations** when they are running empty or recommend scents they might enjoy.

Other technologies such as [Éverie's Drop Fragrance Tester](#) can provide retailers with **data to understand consumer behaviour in real time**, offering a quantitative solution to measure sampling activity in store. The digital sampling tool doesn't use paper but instead sprays the fragrance directly on the customer.

Provide tech-friendly solutions for transparency

With the rising use of technology and AI, which leverages consumer data, there will be some cautiousness around such technology, which will require a stronger commitment to transparency from brands. In the US, [69% of adults* who have heard of AI agree they worry about its potential to create false news](#), suggesting a need for transparency and accountability from brands when using AI technology.

Bastille Parfums has partnered with Avery Dennison solutions to create more transparency and traceability in its supply chain by using RFID (radio-frequency identification) technology to trace its products' manufacturing journey. Its Paradis Nuit Eau de Parfum is the first fragrance to feature a QR code from which consumers can find out about the complete list of ingredients, where they are from, the names of the companies that produced the packaging and the date of bottling.



[Bastille Parfums](#) worked with Avery Dennison solutions for traceability

Offer safe and sustainable formulas with technology

Create fragrances with formulations that are respectful of resources while providing safe ingredients.



Use of 'expressive biology'
[Future Society](#) uses **DNA sequencing to identify genes to encode fragrance-producing enzymes**. After printing the codes, it inserts them into yeast, cultured through a fermentation process. This resulted in its Scent Surrection Collection.

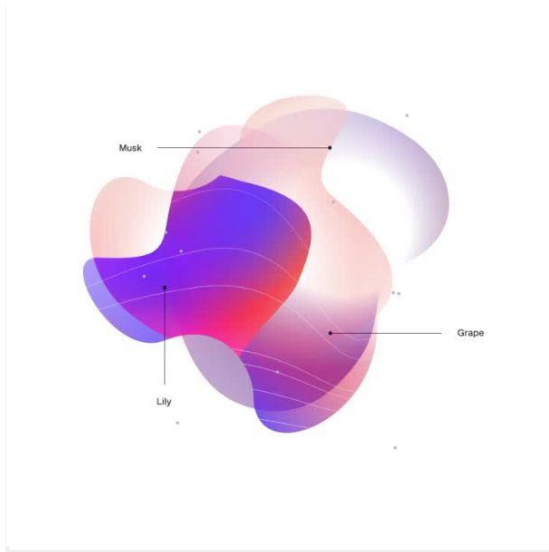


Safety through green chemistry
Korean brand [BTSO](#) uses a combination of natural absolutes, exotic spices and safe synthetics. The synthetics replace animal-derived products, plant products with sustainability concerns and plant essential oils with toxic allergens.



Reconstructing fragrances
[Headspace](#) fragrances refer to Headspace technology developed in the 1970s to capture the scent of a raw ingredient in the very same place it is found and reconstructing its fragrance with the air surrounding it.

Create the new sustainable scents of tomorrow



[Osmo's Odor Map](#) is based on a dataset of 5,000 scent molecules

Developing technology based on neuroscience will offer **opportunities to better understand consumer scent profiles and create new scent molecules that will help rethink raw ingredient sourcing.**

As the fragrance industry relies on raw ingredients, companies such as [Osmo](#) are experimenting with technology that could predict the smell of a molecule from its structure.

Led by neuroscientist and entrepreneur Alex Wiltschko, the company has built the first map of odour to predict what a molecule will smell like based on its structure. It is now **using the map and generative AI to create new, safer, environmentally friendly aroma molecules** to replicate natural aromas or innovate scents for the flavour and fragrance market. The company is also hoping to design molecules that are potent, allergen-free and biodegradable.

Regional perspective: technology will have to adapt to local concerns

While technology will impact beauty across all regions of the globe, there are differences in how consumers in different countries approach the implications of AI technology in society.

- In Brazil, consumers* are more worried regarding [AI's potential to create false news](#) (40% strongly agree) whereas Chinese consumers are less concerned (only 14% strongly agree).
- Some markets are already benefitting from a stronger awareness of AI technology such as [Saudi Arabia with 39% of adults who have heard of AI before and know a lot about it vs 14% in France](#).
- Western markets such as [France, the UK or the US are the most sceptical](#) in regards to the benefits of AI to society.

For the fragrance category, consumers in Western markets will need some convincing to challenge the scepticism around AI, other countries such as China or countries in the Middle East will be more open to experiencing it.



KEY TAKEAWAYS

Key takeaways

Drive the desirability and heritage of fine fragrance

Increase accessibility for those on a lower budget with options positioned as an affordable luxury. Drive fine fragrance sales by creating emotional connections to fragrances as well as capitalising on the 'quiet sustainability' trend.

Create intimate sensorial experiences

Take wellbeing to the next level by driving the sensorial experiences of fragrances. Allow consumers to express their identity and offer an intimate fragrance experience by empowering consumers to smell their natural self.

Introduce consumers to new fragrance notes

Help consumers discover local scents while preserving local heritage. Rethink the scents that go into fragrances and collaborate with other industries to create new multisensory fragrance experiences to connect consumers to local ingredients.

Use technology to improve the fragrance experience

Leverage new technologies to improve ingredient formulations and sampling experiences and to better understand fragrance usage. Make sure transparency is part of every step of the way for consumer reassurance.

Contributor

Shiyan Zering, Beauty and Personal Care Analyst

As a research analyst, Shiyan researches and writes UK Reports, focusing on the BPC and OTC categories.



Meet the Expert



Clotilde Drapé

Global Beauty Analyst

cdrape@mintel.com

The world's leading market intelligence agency

Our expert analysis of the highest quality data and market research will help you grow your business.

MINTEL

Experts in what consumers want and why

