



Fragrances in the US

May 2024

Table of Contents

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 - Industry Overview

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

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fragrances-in-the-us/report.