



# Emotional Wellbeing in Fragrances: Claims, Engagement and Future Outlook

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## EXECUTIVE SUMMARY

Why read this report?

## INTRODUCTION

Key findings

Emotional wellbeing will emerge as a key feature for fragrances in the future

Fragrances are experiencing a newfound boost to emotional wellbeing post-pandemic

## CONSUMERS NEW NEEDS

Consumers' needs are evolving as they look for solutions to deal with stressful environments

Fragrances shift from pleasing others to a therapeutic ritual for emotional wellbeing

## LEADING EMOTIONAL WELLBEING CLAIMS

The leading claims addressing emotional needs are "stress relief" and "energy boosting"

All emotional wellbeing claims are growing in fragrances, except aromatherapy

Although "stress relief" remains a top claim, there is unmet need to manage consumers' stress

Men are more interested in mood enhancing notes, but not all regions are craving this feature

Mystic Zingaro: A scent and sound ritual for emotional wellbeing

Emotional wellbeing a lower priority for Latin American fragrance buyers than "cruelty-free"

Fragrances compete with categories like skin care for consumers seeking out emotional wellbeing

Fragrance brands can capitalise on the growing association with emotional wellbeing

## BEYOND CLAIMS: EMOTIONAL ENGAGEMENT

Consumers engage emotionally with fragrances through good memories and nostalgia

Lush's Perfume Library: fragrances that promises to grab your emotions

Marketing is key to building associations with self-expression and positive emotions

Consumers looking for emotional wellness turn to aromatherapy rather than fragrances

Transition from aromatherapy to aromachology cannot happen if consumer awareness is low

Fragrances should build consumer empathy and emotional engagement

## CONCLUSION

How can fragrance brands best associate themselves with emotional wellbeing?

Evolution of claims in fragrances

Questions we are asking regarding future developments

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