



Euromonitor
International

Leading Fragrance Claims: Charting the Trendsetters in Skinification

September 2024

Table of Contents

EXECUTIVE SUMMARY

Why read this report?

INTRODUCTION

Key findings

This briefing focuses on “skin health” as a key growth opportunity in fragrances

Skinification is shifting how fragrances position skin health, but impact varies by region

LEADING SKINIFICATION CLAIMS

Leading skinification claims include “vegan”, “no alcohol” and “no parabens”

“Non irritating”, “hypoallergenic”, “no allergens” among upward-trending skin health claims

“Skin-safe”, sensitive skin positioning in South Africa merges fragrances with skin health

PROSPECTS IN WESTERN EUROPE AND SOUTHEAST ASIA

Skin health claims most prominent in Western Europe, but not a driving force in Asia Pacific

Brands should look to Western Europe to maximise impact of skinification in fragrances

Skinification meets biotech innovation through France-based B2B company Klearia

“Sensitive skin” and other skin health claims a driver of consumer journey in Southeast Asia

Thailand-based Panpuri emphasises “non irritating” effect on skin, which resonates in SE Asia

EMERGING FORMATS

Countering the drying effect of fragrances, solid fragrances emerge as an alternative

Hair fragrances emerge as a “final step” in routines that adds scent safely to hair

Fragrances with Arabic origins are gaining popularity outside of the Middle East

CONCLUSION

Recommendations/Opportunities for growth

Evolution of claims in fragrances

Coordination with ingredient players needed to solidify fragrances’ link to skin health

Questions we are asking

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/leading-fragrance-claims-charting-the-trendsetters-in-skinification/report.