

Global Fragrances Market 2017 – By Analyzing the Performance of Various Competitors

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WiseGuyReports published new report,
titled “Global Trends in Fragrances”

Summary

Outlines six global trends driving innovation within the fragrance market. These six global trends in fragrances interconnect with a number of trends, including Wellbeing, Customization, Premiumization & Indulgence, Fresh, Natural & Pure, and Novel & Experiential.

This report focuses on outlining the key consumer and innovation trends currently impacting the core categories in fragrances. has identified six key trends that are currently shaping the fragrance space. A desire for natural formulations, a shift towards health-focused lifestyles, and demand for customizable fragrances are some of the main trends driving innovation in the market.

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Scope

- Fragrances is an inherently premium market that benefits from an association with luxury and high quality, and in turn can command high prices.
 - Consumers are shifting towards fragrances with natural and naturally-inspired formulations.
 - Consumers are searching for fragrances that align with their individual needs and lifestyle preferences, looking beyond scent with a focus on the brand’s ethical practices.
 - Fragrance customization is the way forward for consumers to express their individuality.
 - Niche fragrances are gaining traction among consumers looking for products that evoke authenticity.
 - Millennial consumers are more eager to try out new fragrances than their older counterparts
 - Gender-neutral fragrances are gaining popularity in the fragrance space
 - Opportunities exist to drive novelty across fragrances through new formats beyond scent and sprays
- Multidimensional fragrance experiences, subscription services and DNA-based fragrances are trends to watch out for in the near future.

Key points

- Discover key trends in the fragrance market worldwide.



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Global Fragrances Market

- Gain inspiration from recent innovative launches.
- Find out what might be next in the sector.

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