

Fragrances in the US

May 2024

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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

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Beauty and Personal Care in the US - Industry Overview

EXECUTIVE SUMMARY

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- Retailing developments
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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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