

# U.S. Fragrance Market Trends

National Fragrance Day – March 21, 2021

March 2021

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**Fragrance has  
brought in the  
greatest gains of  
any beauty  
category in 2021.**



*Source: The NPD Group/BeautyTrends®, U.S. Prestige Beauty Total Measured Market, YTD  
February 27, 2021*

# Fragrance

## Contributing growth segments

### Home Scents

Accelerated  
Growth

Consumers brought the meaning of comfort at home to another level.

### Parfums

Double-  
digit  
Growth

More expensive, which helped boost dollar volumes for the category.



Source: The NPD Group/U.S. Prestige Beauty Total Measured Market, January – December 2020

# Bright Spots in Fragrance

## Holiday and Valentine's Day Growth

**+5%**

Holiday

**+5%**

Valentine's Day

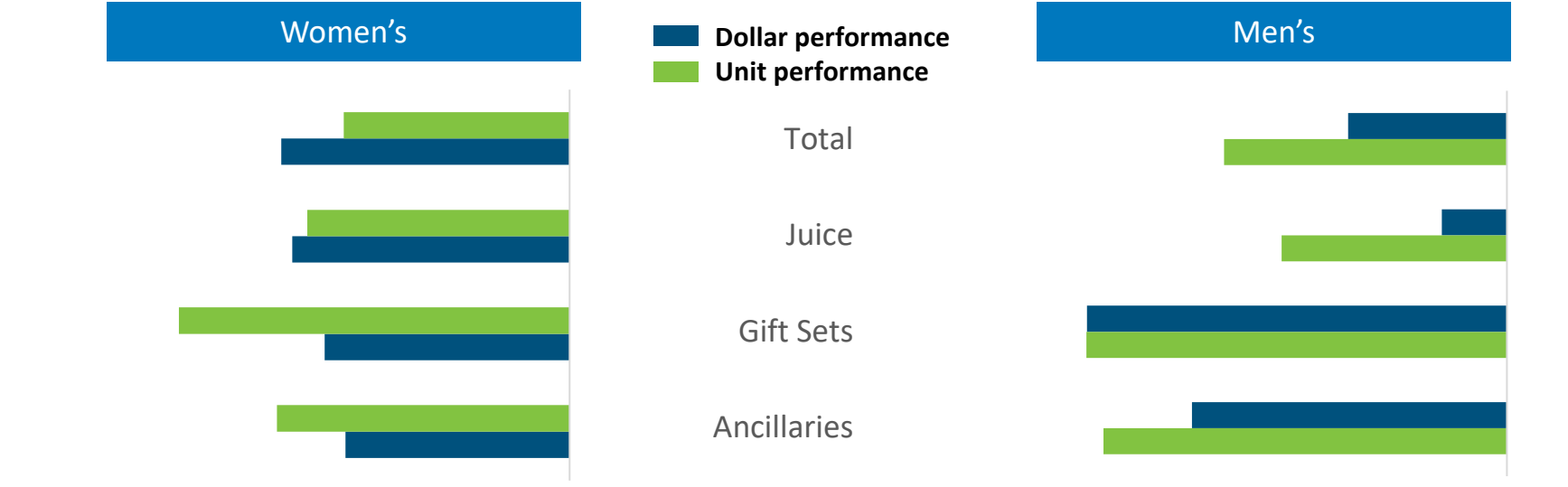
**vs. year prior**

*Source: The NPD Group/BeautyTrends®, U.S. Prestige Beauty Total Measured Market Weekly Data, November 15-December 31, 2020 and January 31, 2021-February 13 2021 vs. year prior.*



# Fragrance Segments by Gender

Juice fared better than gift sets, particularly within men’s fragrance.



Total Home Scents    **+12%**    **-6%**    **+20%**  
**Dollars**    **Units**    **Average Price**

Source: The NPD Group/BeautyTrends®, U.S. Prestige Beauty Total Measured Market January – December 2020

# Importance of Physical Experience

Sampling becomes important



Samples **drive 32%** of all fragrance purchases

**Especially among Gen Z, Millennial, Hispanic, and Black consumers**

*Source: The NPD Group/Consumer Fragrance Study, 2020*



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POINT-OF-SALE DATA FROM  
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RETAILERS ARE NPD CLIENTS

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AND E-COMMERCE  
(CHECKOUT)

MORE THAN **12 million**  
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CONDUCTED ANNUALLY

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**We combine data, industry expertise, and prescriptive analytics  
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# Questions?



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