

A YEAR OF INNOVATION IN FRAGRANCES, 2022

Innovation continues to link scent to mood and self-care, with opportunities to promote eco-friendly and value attributes.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in fragrances

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: help improve consumers' mood with aromatherapy

- Build on scents association with mood enhancement
- Aromatherapeutic scents tap into escapist themes
 - Graph 1: top five fragrance components for aromatherapeutic fragrances*, 2021-22
- Tap into aromatherapy trends and help boost wellbeing
- Elevate wellbeing fragrances with 'cutting-edge neuroscience'

Europe: shout louder about sustainability and transparency

- Better communicate sustainability claims
- Marked increase in eco-ethical claims
 - Graph 2: fragrances launches by select eco-ethical claims, 2017-18 vs 2021-22
- Clearly showcase sustainability claims on pack

The Middle East & Africa (MEA)

- Standout NPD is long-lasting, natural and uses novelty packaging

ASIA PACIFIC (APAC)

Asia: drive scent exploration with disruptive textures/formats

- Engage younger consumers with innovative formats
- Spray formats saturate the market
- Use novel formats to create a sense of playfulness

Asia: drive fragrance usage/trial with sampling

- Encourage fragrance uptake with sampling
- Limited NPD in small packs
 - Graph 3: fragrances launches by top-five pack sizes, 2021-22
- Sampling innovation encourages consumers to experiment

Australia & New Zealand (ANZ)

- Alcohol-free and escapist NPD

THE AMERICAS

North America: promote value through long-lasting claims

- Link long-lasting claims to value for money
- Long-lasting claims are most active in men's (and unisex) segments
- Long-lasting fragrance innovation

North America: build on the link between scent and self-care

- Wellbeing scents can look beyond aromatherapy
- Top fragrance component groups for aromatherapy innovation
 - Graph 4: top five fragrance components for aromatherapeutic fragrances*, 2021-22
- Aromatherapeutic NPD offers more than mood-boosting scent

Latin America: opportunity for value-driven NPD

- Adapt to price-sensitive shopping habits
- Value-driven NPD

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