

# FRAGRANCES AND SCENT IN BPC TRENDS – THAI CONSUMER – 2021

Dial up the role of scent in beauty by exploring different emotions – stimulating joy, stoking nostalgia – to provide sense of safety with assurance.



Chayapat  
Ratchatawipasanan,  
Principal Analyst



# Report Content



## EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

### Market context

- The impact of COVID-19 on fragrance trends in BPC
- Gourmet and fantasy scents are rising in BPC products
  - Graph 1: top five fragrances in BPC launches, 2018-21

### What consumers want and why

- Consumers want: a mental escape
- Consumers want: luxurious identity
- Consumers want: safety in using scented BPC products

### Opportunities

- Recall and visualise happy memories through scent
- Offer premium, luxury scents
- Provide safety with unscented and natural scents

### Competitive landscape

- Market activities

### Mintel predicts

- The outlook for fragrances and scents in BPC in Thailand
- The marketing mix
- Futuristic opportunities for fragrances in BPC products in Thailand

## KEY TRENDS

- What you need to know
- Global fragrant beauty care brands introduced Western fragrance trends to Thailand
- Bodycare is the main category with a perfume feature in the Thai market
  - Graph 2: top five BPC sub-category launches with perfume features\*, 2018-21
- Bodycare and shower products highlight perfume features
- Scents that convey popular destinations emerge to replace travel
- Body lotions become affordable fine fragrances
- Online conversations compare the scents of perfumed body lotions and premium fragrances

# Fragrances and Scent in BPC Trends – Thai Consumer – 2021

---

- Gourmet and fantasy scents rise in BPC products
  - Graph 3: top five fragrances in BPC launches, 2018-21
  - Graph 4: top five fragrances in BPC launches, 2018-21
- Sweets fragrance trends relay from food to beauty
- Young Thais are paying more attention to self-pampering at spa and wellness centres
- Fragrance-free is highlighted in facial products with the rise of safety concerns
  - Graph 5: top five BPC sub-categories with fragrance-free claims, 2018-21
- Natural claims endorse safety in fragrance-free BPC
  - Graph 6: top five claims of fragrance-free BPC launches, 2018-21

## KEY DRIVERS

- Café hopping is a part of modern Thai lifestyles
- Food-related scents influenced by café elements
- Burnout peaks among Millennials amid the pandemic
  - Graph 7: consumers regularly feeling burnout, by age group, 2021
- Thais seek affordable alternatives of fine fragrances
- Access to more skincare knowledge

## GLOBAL TRENDS AND HOW THEY ARE PLAYING OUT IN THAILAND

- The scents of purchase decisions
- Mood to Order
- Provide the safety information of fragrances in BPC products

## CONSUMER INSIGHTS

- What you need to know

### Scent of escapism

- The Escapism consumer profile
- The Escapism uses food-related scents to temporarily escape to joyful moments
  - Graph 8: use of BPC products with food-related scents in the last six months, 2021
- Feel like a child again
- The Escapism harmonises scents in their beauty routine to spark their imagination

### Scents of a luxurious lifestyle

- Luxurious Inspirer consumer profile
- Expressing personalities through the scents of BPC products
  - Graph 9: consumer attitudes towards fragrances in BPC products, 2021

# Fragrances and Scent in BPC Trends – Thai Consumer – 2021

---

- Bodycare is a fragrance alternative
- The Luxurious Inspirer wants to make sure they get the right scent
  - Graph 10: consumers who agree that in-store testing before purchase is important to them, 2021
- The high engagement in scent creates loyalty
  - Graph 11: consumer attitudes towards fragrances in BPC products, 2021
- Self-pampering at home endorses the luxury lifestyle

## A scent of safety

- Unscented Preferer consumer profile
- Skin irritation drives demand for the unscented
  - Graph 12: body skin issues, 2021
- Demand for unscented continues beyond facial care categories
  - Graph 13: current use of unscented BPC products, 2021
- Safe scents are sought out instead of completely unscented products

## MARKET APPLICATIONS

- What you need to know

### Recall pleasurable memories through scents

- Visualise scents to tell stories of café-hopping lifestyles
- Case study: Cute Press conveys sense via cute visuals
- Collaborate with well-known cafés and bakers for unique dessert scents
- Provide scents inspired by home-lifestyle products for a complete experience and increase usage occasions
- Create scents of escapism
- Position scent in beauty products as a time machine
- Offer a beauty set for a complete routine and compatible scents

### Offer personalised premium scents for Luxurious Inspirers

- Premiumise BPC products with scents inspired by premium fragrances
- Tap into aromatherapy as a home spa solution to help consumers de-stress
- Offer a personalised scent to help one express their identity
- Provide scented labels for testing before purchase

### Ensure safety with unscented and natural scent options

- Leverage scents from natural extracts in beauty products
- Offer ranges of fragrance-free non-facial products
- Ensure consumers' safety with a Fragrance Safety certificate

### Who's innovating

- Ole launches signature-candy-scented hand and body cream

- Local brands tap into perfumed body lotion

### **Global innovation**

- Dally Hand Soap Slowdown Set

# About Mintel Reports Thailand

Access our reports now and get the most accurate, credible and powerful data, insights and analysis. Mintel Reports Thailand gives you everything you need to know about what Thai consumers want and why.

In each report, we're analysing new product innovations, the competitive landscape, as well as consumer behaviours across Thailand. Our local analysts, supported by our team of global experts then translate it into what it means for you.

## What makes them unique?

- ✔ Key trends
- ✔ Consumer segmentation
- ✔ Local and global expertise

## How Mintel Reports Thailand will help your business grow:

01

Identify future opportunities by understanding what Thai consumers want and why

02

Make better decisions faster by keeping informed on what's happening in markets across Thailand

03

See the trends and innovations impacting you on a local and global level

**BUY THIS REPORT NOW**

**€2600.00 | £2195.00 | \$2995.00\***

[store.mintel.com](https://store.mintel.com) | [store@mintel.com](mailto:store@mintel.com)

Americas: +1 (312) 932 0400  
China: +86 (21) 6032 7300  
Germany: +49 (0) 211 3399 7411  
India: +91 22 4445 1045  
Singapore: +65 6653 3600  
Thailand: +66 2 821 5122  
UK: +44 (0) 20 7606 4533

\*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

**MINTEL**

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a Thai licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850