

# 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.



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# 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

- 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

- 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

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