

# THE FUTURE OF AIRCARE: 2023

Evolving to a world in crisis forces a focus on value, demanding more efficient and enjoyable scent routines, while technological advances will pave the way for change in the category.



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# Report Content



## WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

## IN THE NEXT TWO YEARS

### Drive perceptions of value

- Usage habits adjust in cost-conscious times
- Tap into rising demand for value in aircare
- Associate quality with value
- Highlight performance benefits as value drivers
- Create long-lasting benefits via technology
- Incentivize via bundling or formats to help consumers save
- Alternatives for those trading down
- Refillables can drive value and loyalty
- Collaborate to elevate and build emotional stock

### Modernize aircare to break barriers

- Address barriers to participation
- Formulate for those with scent-sitivities
- Help those struggling with impaired olfaction
- Tap technology for hyper-personalized curation
- Leverage scientific studies on the impact of scent on wellness
- Science lends credence to wellbeing claims
- Address declining participation with age
- Become an ally in managing menopausal stages

### Reframe routines as opportunities for exploration

- The cost-of-living crisis further elevates the need for comforting scents
- Financial lockdowns create craving for out-of-home experiences
- Create nostalgia through transporting users
- Position aircare as "life perfume" and connect to key moments
- Embrace beauty for greater multifunctional potential
- Help get the most out of liminal space

## The Future of Aircare: 2023

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- Inject fun, excitement and comfort into routines to build deeper meaning
- Strategic partnerships can help establish new scent routines
- Establish new routines by supporting aspirations
- Change the way scent is experienced

### IN THE NEXT FIVE YEARS AND BEYOND

#### Tech will unlock new opportunities to engage and adapt

- Invest in emerging tech strategically
- The metaverse will merge community and commerce, bringing customers into creation
- Use the emergence of the digital scent space to the brand's advantage
- Embrace science and technology to drive sustainability
- Educate and guide on ingredient scarcity
- Microbial fragrance will reduce reliance on natural resources
- Preservation will be crucial to compete

### KEY TAKEAWAYS

- Key takeaways

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