

# THE FUTURE OF FRAGRANCE: 2024

Competition in local vs international brands will see NPD take multisensorial experiences to the next level. NPD can promote cultural heritage and a feel-good factor.



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# Report Content



## WHAT YOU NEED TO KNOW

- Where we are now
- Mintel recommends: in the next two years
- Mintel recommends: in five years and beyond

## IN THE NEXT TWO YEARS

### Rethink the luxury fragrance experience

- Prestige and luxe continue to fuel fragrance innovation globally
  - Graph 1: fragrance launches by price positioning, 2018-23
- Promote the merits of quality and the desirability of luxury
- Leverage dupes as a gateway into fragrances
- Rethink fragrance formats for all wallets
- Create excitement around fine fragrance with limited editions
- Blend physical and online retail to encourage fragrance discovery
  - Graph 2: channels used to purchase fragrances in the last 12 months, 2023
- Go back to basics by reinventing old classics
- Revive heritage brands with a modern twist
- Focus on the fragrance narrative to modernise celebrity launches
- Make sustainability the norm as part of 'quiet sustainability' commitments
  - Graph 3: scented product innovations consumers would you be willing to pay more for, 2023
- Introduce a less-is-more approach to sustainability
- Regional perspective: leverage the desirability of premium fragrances

### Go beyond conventional scent notes

- Narrow down the source for fragrance ingredients
- Understand local heritage to create new fragrance scents
  - Graph 4: agreement\* with 'I try to buy from local companies where possible', 2023
- Seek inspiration from brands leveraging their local heritage
- Play your strengths according to local tastes
  - Graph 5: brand perceptions, 2023
- Put the perfumer in the spotlight
- Tap into Middle Eastern fragrance heritage for powerful scent discovery
- Create ingredient stories around unconventional scents
- Collaborate with other industries to create multisensory experiences

# The Future of Fragrance: 2024

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- Leverage travel retail to entice domestic brand discovery
- Regional perspective: prioritise tradition and local craftsmanship

## Help consumers express their scented selves

- Drive the mind-body connection to help consumers alleviate stress
  - Graph 6: adults\* who agree that maintaining good mental health is key to overall wellbeing, 2023
- Use the home as a sanctuary for fragrance discovery
- Drive wellbeing with sensorial experiences
- Create an intimate connection between fragrance and the wearer
- Innovate in raw scents that work with the wearer's skin
- Bring a sense of empowerment through scent
- Introduce perfume layering for a more personal approach
- Rethink formats to allow for discovery and building fragrance wardrobes
- Modernise the gender narrative to offer fragrances that appeal to all
- Create scents to express darker emotions
- Regional perspective: take the fragrance wellbeing benefits global

## IN FIVE YEARS AND BEYOND

### 'Tech it' to the next level in fragrance experiences and formulas

- Optimise fragrance discovery and innovation with new technology
- Leverage data to better understand consumer profiles
- Use AI to enhance the fragrance path to purchase
- Apply digital smell technology to aid sampling
- Improve consumer wellbeing with AI
- Introduce technology as a part of product packaging
- Provide tech-friendly solutions for transparency
- Offer safe and sustainable formulas with technology
- Create the new sustainable scents of tomorrow
- Regional perspective: technology will have to adapt to local concerns

## KEY TAKEAWAYS

- Key takeaways
- Contributor

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