

UNGERER LIMITED

2018 Fine Fragrance Review



Welcome ...

to **UNGERER LIMITED'S** latest
insight into the Fine Fragrance
Market



Introduction

This review will assess the fine fragrance market over the past 12 months, focusing on key launches in both the female and male markets as well as celebrity fragrances.

The main point of reference for this review is Michael Edwards Fragrances of the World (fragrances launched between 1st January and 1st December 2017).

Other credible sources include Cosmetics Business, Fragrantica and The Perfume Shop.



Market Overview

The overall market saw a growth of 2.8% in 2016, bringing the value up to £1.59bn. The men's market did better than the women's market, seeing an increase of 2% and 1% respectively.

The mass market in both the male and female sectors saw a decrease of over 10% in the year ending February 2017 while the prestige market increased by 1% to £1.2bn.

Genderless/Unisex launches are also on the rise, making up 47% of new launches between 1st January and 1st December 2017.

The Female
Market

35% of new
launches

The Male
Market

18% of new
launches

The Genderless
Market

47% of new
launches



The Female Market

Within the female fine fragrance market there were 548 new launches between 1st January and 1st December 2017, compared to 555 new launches in 2016.

The largest fragrance contributor is the Floral family, with 230 new fragrances launched. Next is Floral Oriental, with 128 new launches. Third is Soft Floral with 40 new launches, followed by Woody Oriental and Mossy Woods with 36 and 30 new launches respectively.

This follows the trends from 2016 which also saw the two largest categories being Floral and Floral Oriental.



SOURCE: Michael Edwards - Fragrances of the World (fragrances launched between 1st January and 1st December 2017)

