



Euromonitor
International

Emotional Wellbeing in Fragrances: Claims, Engagement and Future Outlook

September 2024

EXECUTIVE SUMMARY

Why read this report?

INTRODUCTION

Key findings

Emotional wellbeing will emerge as a key feature for fragrances in the future

Fragrances are experiencing a newfound boost to emotional wellbeing post-pandemic

CONSUMERS NEW NEEDS

Consumers' needs are evolving as they look for solutions to deal with stressful environments

Fragrances shift from pleasing others to a therapeutic ritual for emotional wellbeing

LEADING EMOTIONAL WELLBEING CLAIMS

The leading claims addressing emotional needs are "stress relief" and "energy boosting"

All emotional wellbeing claims are growing in fragrances, except aromatherapy

Although "stress relief" remains a top claim, there is unmet need to manage consumers' stress

Men are more interested in mood enhancing notes, but not all regions are craving this feature

Mystic Zingaro: A scent and sound ritual for emotional wellbeing

Emotional wellbeing a lower priority for Latin American fragrance buyers than "cruelty-free"

Fragrances compete with categories like skin care for consumers seeking out emotional wellbeing

Fragrance brands can capitalise on the growing association with emotional wellbeing

BEYOND CLAIMS: EMOTIONAL ENGAGEMENT

Consumers engage emotionally with fragrances through good memories and nostalgia

Lush's Perfume Library: fragrances that promises to grab your emotions

Marketing is key to building associations with self-expression and positive emotions

Consumers looking for emotional wellness turn to aromatherapy rather than fragrances

Transition from aromatherapy to aromachology cannot happen if consumer awareness is low

Fragrances should build consumer empathy and emotional engagement

CONCLUSION

How can fragrance brands best associate themselves with emotional wellbeing?

Evolution of claims in fragrances

Questions we are asking regarding future developments

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/emotional-wellbeing-in-fragrances-claims

