

# **United States Fragrance Market Assessment, By Product Type [Eau De Parfum (EDP), Eau De Toilette (EDT), Other Product Types], By Fragrance Type [Aqua, Musky, Amber, Woody, Floral, Others], By Category [Male, Female, Unisex], By Price Segment [Mass, Premium], By Size [Up to 60ml, 61 to 100ml, More than 100ml], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Convenience Stores, Brand Stores & Kiosks, Chemists/Pharmacies, Others], By Region, Opportunities, and Forecast, 2018-2032F**

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## **Abstracts**

Perfumes hold a rich history and a complex chemistry. Perfume have become a necessity statement for well-dressing. The United States fragrance market is rapidly expanding owing to the increasing demand from international consumers, who are drawn to the reputation and quality of American perfume brands, also owing to the rising disposable incomes which allow customers to spend on luxury items such as perfumes. For its customers, perfume has always been an investment. They are aware of the benefits it provides for their contacts and social position. This shows that the market's expansion is expected to be accompanied by an increase in perfume demand.

The United States Fragrance Market was valued at USD 6.9 billion in 2024. The market is anticipated to be valued at USD 11.2 billion by 2032, growing at a CAGR of 6.2% during the forecast period. Online purchasing and innovative packaging and rise of luxury products market contributed to shaping the expansion of the market. In addition,

growing influence of social media and influencer marketing amongst American population, especially adult population, is boosting the market growth. Moreover, the market for men's fragrances is also increasing as more men are becoming interested in self-care and grooming.

Companies manufacture fragrances products especially for certain seasons, which boosts sales all year round. Consumers are increasingly interested in niche, unique, and artisanal fragrances, which has led to the emergence of smaller fragrance brands and increased sales for them. Furthermore, Companies opt for creative marketing strategies including brand endorsement which help in market expansion. For instance, Whitney Peak, a star of the 2021 reboot of Gossip Girl and Hocus Pocus 2, has been announced Chanel's fragrance ambassador. The Canadian-Ugandan actress followed the footsteps of supermodel Kate Moss and actress and Keira Knightley in serving as brand ambassadors.

#### Rise of E-Commerce has Boosted the Market

E-commerce has supported fragrance manufacturers to reach a considerably wider audience than in the past. Due to the ability to offer their products to customers nationwide and even beyond through online platforms, businesses' customer bases have significantly increased. E-commerce provides the benefits of convenience and discounts to customers as well. Without having to visit a physical store, customers purchase through e-commerce by relying on reviews and recommendations.

#### Product Diversification is the Key Strategy for Key Players

To meet the demands and tastes of customers, players operating in the fragrance market are offering a greater variety of products. This comprises varied perfumes for different seasons, events, and age groups. Diversification of products not only lures the customer but holds numerous benefits for the manufacturers as well. Fragrance companies differentiate themselves from competitors and establish themselves as leaders in the market by providing distinctive and high-quality products. In addition, product diversification aids fragrance companies to increase their customer base, enhance brand loyalty and generate higher sales volumes, thereby boosting the United States fragrance market.

#### Celebrity-Driven Fragrance Lines Accelerating the Market Growth

The U.S. fragrance market has witnessed a surge in celebrity-endorsed and celebrity-

created fragrances, reflecting a broader trend of personal branding and consumer engagement. Celebrities leverage their influence to introduce fragrances that resonate with their fan base, often resulting in immediate market success. These collaborations not only boost sales but also enhance brand visibility and consumer loyalty.

For instance, in August 2024, pop star Ariana Grande launched the 'Lovenotes' fragrance collection in partnership with Luxe Brands. This collection featured four distinct scents tailored to different markets, including the U.S., UK, Europe, and Australia. Grande's involvement in the creation and promotion of these fragrances exemplifies the impact of celebrity-driven products in the fragrance industry.

### Public Endorsements Drive Market Growth

Public endorsements are considerably driving the growth of the USA fragrance market. Celebrity partnerships and influencer marketing attract consumers to new and existing fragrance brands. These endorsements boost brand visibility and create consumer trust, increasing sales. Fragrance companies increasingly collaborate with well-known personalities to launch signature scents, leveraging their star power to drive consumer interest and market expansion. Many companies are collaborating with well-known faces to endorse their fragrance and cater to consumer demand.

For instance, in August 2024, Rihanna, a music celebrity, was announced as the new face of Christian Dior Couture SA J'Adore fragrance, succeeding Charlize Theron after over 20 years. This high-profile endorsement aims to boost the fragrance's appeal and market presence. Rihanna's first campaign for J'Adore launched on September 1, 2024.

### Impact of COVID-19 on the United States Fragrance Market

The overall sales of the fragrance industry have been impacted by the pandemic as consumer spending habits have changed. One of the main impacts of the pandemic on the fragrance industry has been the shift in consumer preferences. With many people working from home, there has been a decline in demand for fragrances that are typically worn in office or public settings. On the other hand, there has been an increase in demand for fragrances that provide comfort and relaxation, such as scents associated with wellness, self-care, and home ambiance.

Another impact of the pandemic on the fragrance market is the closure of physical retail stores, including department stores and specialty fragrance stores, which has led to a decline in sales. However, online sales of fragrance products have increased, as

consumers have turned to e-commerce platforms to purchase their favourite scents. Therefore, the COVID-19 pandemic has had a mixed impact on the fragrance market in the United States. Now, the industry is expected to recover as the economy rebounds and consumers adjust to the new normal.

### Key Players Landscape and Outlook

Prominent companies offer a wide range of varieties and fragrance type, ranging from low to higher prices which helps them to increase their customer base. Strategies such as celebrity endorsement, social media marketing and creative advertisements are opted by the players to gain attention of the consumers. The United States Fragrance Market is highly competitive with key players involving Chanel S.A., Coty, Inc., and The Estee Lauder Companies Inc. The players are involved in strategic collaborations and R&D of premium quality products to sustain the market competition.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed during course of work

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