

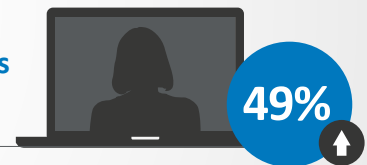
A 2020 View of the Fragrance Consumer

COVID-19 has caused a significant change in fragrance-related consumer behavior, but this is not expected to be permanent. Nearly half of fragrance users said life during COVID-19 has caused them to wear fragrances less often. However, most say they will go back to their old habits once their routines normalize again. **Here's a closer look ...**

Gen Z, Millennials, and Gen X are more likely to use fragrance and wear it at least 3 – 4 days per week.



49% of fragrance wearers report wearing fragrance less often as a result of lifestyle changes related to COVID-19.



1 in 3 respondents are influenced by testers in the store and/or free samples.

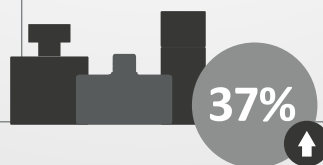


85% report using home scents in the last 12 months. Candles are the most-used product within home scents.



37% of U.S. consumers purchase fragrance for others multiple times per year.

This behavior is greater among men, Black and Hispanic consumers, Millennials, and Gen X.



Our new **Fragrance Consumer Report** provides deep insight about the current fragrance market from a consumer perspective. It can help you understand fragrance usage and frequency, including COVID-19 impacts, shopping preferences, brand usage, buying behaviors, details about the most recent purchase journey and more. Plus, it includes a first-time read on the younger Gen Z consumer!

Source: The NPD Group/Fragrance Consumer Report, 2020

Want more insights like this? Contact your account representative, call 866-444-1411, or email contactnpd@npd.com.

