

The Fragrance Rebound

Many fragrance users paused their usage with the pandemic's onset and the start of spending more time at home. Our latest data shows most of them have returned to the category. Less than a quarter of all users are still wearing less fragrance than they did before the pandemic. **Here's a closer look at what's happening in fragrance ...**

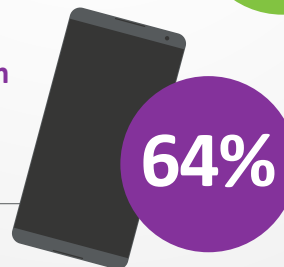
74% of fragrance purchasers bought in-store, where there is a greater ability for hands-on testing and sampling.



70% of fragrance consumers are willing to pay more for a higher-concentration, longer-lasting fragrance.

64% of fragrance consumers say Instagram influenced their fragrance purchases.

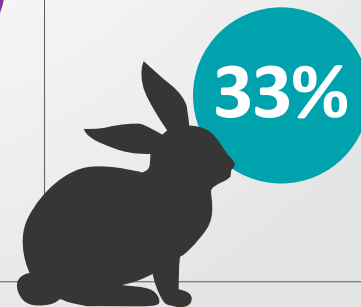
This is driven heavily by Gen Z and Gen X.



33% look to buy from a brand that supports environmental and/or social causes.



89% reported using home scents in the last 12 months.



How has fragrance usage evolved since 2020, when many consumers paused their usage of and shopping for fragrance? Which consumer groups are driving the market forward, and what is the best way to reach them? You'll find the answers, and much more, in our latest **Fragrance Consumer Report**.

Source: The NPD Group/Fragrance Consumer Report, 2021 Release

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

