

# Fragrances in the US

May 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Resilience of premium fragrances continues in 2023, supported by consumers' frequent usage  
Consumers explore value hacks as they look for more affordable ways to engage with fragrances...  
...although value hacking behaviour is not substantial enough to uplift mass fragrances

### PROSPECTS AND OPPORTUNITIES

More cautious fragrance consumers are expected in the forecast period as beauty budgets are pressured  
Players in premium fragrances have opportunities to tap into discovery-driven purchase motivations by focusing on delivering a luxury experience  
As wellness and skin health are top-of-mind for beauty consumers, more innovation is expected in line with skinification or clean beauty motivations

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