



**Euromonitor  
International**

# Fragrances in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing adoption of fragrances in consumers' beauty routine continues supporting growth in 2024  
Body mists capture the attention of players and consumers across the price spectrum  
While department stores struggle, attention is turned towards e-commerce

PROSPECTS AND OPPORTUNITIES

Positive outlook for fragrances in the forecast period, despite potential for more value-conscious consumers  
Brand efforts to focus on exploring the emotional or functional benefits of fragrances  
Digital avenues will open doors to build engagement with consumers, but also contribute to a more competitive environment

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Beauty and Personal Care in the US - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fragrances-in-the-us/report](http://www.euromonitor.com/fragrances-in-the-us/report).