



Euromonitor  
International

# Leading Fragrance Claims: Charting the Trendsetters in Skinification

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## EXECUTIVE SUMMARY

Why read this report?

## INTRODUCTION

Key findings

This briefing focuses on “skin health” as a key growth opportunity in fragrances

Skinification is shifting how fragrances position skin health, but impact varies by region

## LEADING SKINIFICATION CLAIMS

Leading skinification claims include “vegan”, “no alcohol” and “no parabens”

“Non irritating”, “hypoallergenic”, “no allergens” among upward-trending skin health claims

“Skin-safe”, sensitive skin positioning in South Africa merges fragrances with skin health

## PROSPECTS IN WESTERN EUROPE AND SOUTHEAST ASIA

Skin health claims most prominent in Western Europe, but not a driving force in Asia Pacific

Brands should look to Western Europe to maximise impact of skinification in fragrances

Skinification meets biotech innovation through France-based B2B company Klearia

“Sensitive skin” and other skin health claims a driver of consumer journey in Southeast Asia

Thailand-based Panpuri emphasises “non irritating” effect on skin, which resonates in SE Asia

## EMERGING FORMATS

Countering the drying effect of fragrances, solid fragrances emerge as an alternative

Hair fragrances emerge as a “final step” in routines that adds scent safely to hair

Fragrances with Arabic origins are gaining popularity outside of the Middle East

## CONCLUSION

Recommendations/Opportunities for growth

Evolution of claims in fragrances

Coordination with ingredient players needed to solidify fragrances’ link to skin health

Questions we are asking

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/leading-fragrance-claims-charting-the-trendsetters-in-skinification/report](http://www.euromonitor.com/leading-fragrance-claims-charting-the-trendsetters-in-skinification/report).