



# Sustainable Fragrance Claims: Emerging Trends and Prospects

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Sustainability as a key growth opportunity in fragrances

Sustainability remains crucial in product development strategy globally

## LEADING CLAIMS IN FRAGRANCES

Leading sustainability claims include “Natural”, “Vegan” and “Cruelty Free”

Most innovation in fragrances is targeted at eco-conscious consumers

Higher SKU prices for fragrances with sustainable claims globally

## PROSPECTS IN WESTERN EUROPE

Western Europe dominates sustainable fragrances SKU count and generates high value sales

High growth in fragrance SKUs with specific claims around recycling and upcycling

La Bouche Rouge: Launched sustainable fragrances with upcycled ingredients

Natural fragrances drive demand, with distinct consumer preferences emerging across countries

New regulations could boost consumer trust about claims made by brands

## HOLISTIC APPROACH TOWARDS SUSTAINABILITY

Fragrance SKUs with “Sustainable Packaging” attribute witness highest growth

INCA Packaging: Incorporating recyclable aluminum in luxurious packaging

High price and packaging-related concerns are the key barriers to sustainable purchases globally

Bastille Parfums: Integrated QR code to help solve packaging concerns through transparency

## CONCLUSION

Recommendations/Opportunities for growth

Evolution of claims in fragrances

Sustainable packaging claims help in enhancing brand trust and accountability

Questions we are asking

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