

Women's fragrance launches fall by -4.4%



Michael Edwards

The seemingly inexorable rise in the number of women's fragrances year-on-year was halted in 2014 when the launch pipeline contracted by -4.4% according to new data from *Fragrances of the World 2015*. Niche scents fell even further.

The team behind the annual publication from renowned fragrance expert, Michael Edwards, has compiled a list of launches which shows that women's fragrances was one of two categories [of the seven monitored] to shrink. The other was the sub-category of niche fragrance where launches fell below the 500 mark to 448, a large decline of -17% (see table below).

Fragrance launches in 2014 vs 2013

	2013	2014	'14 vs '13
Feminine	968	925	-4.4
Masculine	328	353	7.6
Unisex	314	342	8.9
Total	1610	1620	0.6
Limited editions	245	263	7.3
Flankers	245	275	12.2
Celebrity	58	79	36.2
Niche	540	448	-17.0

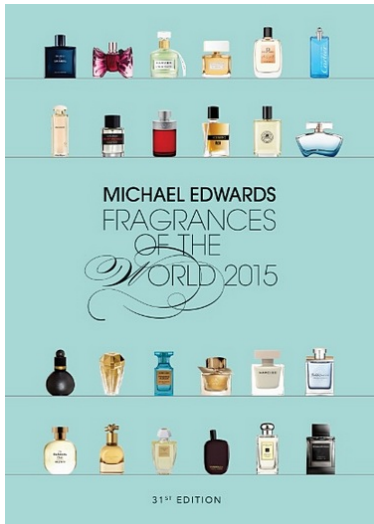
Sources: *Fragrances of the World.info*, *TRBusiness*

Fragrance launches slowed in 2014.

The overall market grew marginally by +0.6%, from 1,610 launches to 1,620, far less than **the 2013 rate of +7.7%**. The slowdown is the result of the contraction of women's scents because they have a commanding share of the market. While that share has been eroded from 60.1% in 2013 to 57.1% in 2014, the women's market still remains dominant.

Meanwhile, men's scents grew +7.6% in 2014, after declining by a similar amount in 2013. They now have almost 22% market share.

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The 31st edition is just out.

Fragrances of the World continues to be the leading guide for scent classification and the 31st annual edition of the independent fragrance bible is fully revised and updated. "For me, *Fragrances of the World* is more than a guide book," says Sumit Bhasin, Head of P&G Prestige's Creative Development team. "It is the reference for our industry. Both the book and the online databank are widely used by my team."

Hanuš Wolf, owner of independent specialist, Burgins Perfumery, adds: "The guide has proved an invaluable sales tool. Within the first week alone, the incremental sales more than paid for the Fragrance Bible."

Refreshed weekly, the online databank provides up-to-date details on new launches. *Fragrances of the World 2015*, is available online from www.fragrancesoftheworld.com.