



Her Fragrance Faves

Women have always had a love affair with fragrance. Perfume, cologne, and scented body products are important for feeling fresh and feminine anytime of the year. Now that Spring has finally sprung, we're unveiling her scent secrets, what she owns, how she buys, and some tips on capturing her heart.

Top scented products women own:

94% perfume

91% scented body lotion

85% scented bath/shower gel

Three out of four women buy these products at least four times per year!

- 96%** of women wear cologne and/or perfume
- 74%** wear perfume daily
- 71%** carry cologne or perfume in their purse or cosmetics case
- 73%** of women own 4 or more bottles of perfume or cologne
- 87%** of women use 2 or more fragrances weekly
- 67%** of women have been wearing their favorite scent for more than three years, with 16 percent wearing it for more than 10 years

Fragrance is important

86% say the use of fragrance is as important as makeup

73% say the use of fragrance is as important as skincare

81% rated the use of fragrance and 8 or higher, with 55% rating it a 10!*

*On a scale of 1-10, with 1 being unimportant and 10 being extremely important

Her top five scents

- 59%** vanilla
- 53%** soft floral
- 47%** citrus
- 47%** clean/linen
- 46%** lavender

Mood matters most

72% say her choice of scent depends on her mood that day

50% have a specific scent she wears for a special occasion

45% have a specific scent for a big night out

37% have a weekend scent while 33% have a specific work scent



She'll pay more if it's personal

75% are willing to pay more if it works perfectly with her body chemistry

73% are willing to pay more if they think it is the most amazing scent they've ever smelled

54% will pay more if a friend or significant other "loves" the scent on her

30% spend under \$35 for a bottle of perfume/fragrance

51% spend \$36 - \$75

Most owned brands of the top 20 selling brands in 2014

- 31%** Clinique Happy
- 27%** Juicy Couture
- 21%** Burberry
- 19%** Marc Jacobs Daisy

Entice me please!

75% of women are enticed to sample a new fragrance by free samples

66% are enticed smelling the fragrance on someone else and loving it

49% are drawn in by magazine ad samples

30% sample a new scent on their skin every time they walk by the perfume counter

Where she buys her perfume/fragrance.

- 54%** department store
- 53%** Bath & Body Works
- 52%** Sephora/Sephora.com

When she owns, uses and loves a brand, she's ready for more

84% are more likely to purchase additional scents from a brand she loves

76% are likely to buy a set from the brand that includes multiple scents

86% are willing to pay more to purchase a new scent from the brand

Size & Package matter!

39% say that product packaging is what entices them to test a new fragrance

71% say when it comes to packaging, the size of the bottle is important

51% say a description of the scent on the package is important

21% say that if the bottle looks like a work of art, they would pay more for the fragrance

Bring on the complimentary SKUs

70% of women are likely to purchase other scented products that match their perfume/fragrance

Of women who have used other products that are the same scent as their perfume, **90%** use body lotion and **76%** use shower/bath gel

76% of women use shower gel that matches their perfume scent

57% purchased complimentary SKUs as part of a gift

48% of women who purchased a gift set repurchased the items after their product ran out



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