



# Fragrance for All

Consumers Are Gravitating toward True-To-Them Scents



# Introduction

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As our definitions of beauty and wellness have evolved, fragrance has risen as a top category for consumers looking to indulge in a self-care moment. In Q2, the category saw \$1.5 billion in sales, a 13% increase over the same period in 2021. For many, wearing fragrance has become a personalized experience, no longer kept to gender norms. Wearers look for fragrances that champion their individuality and expression, while also keeping the environment top of mind.

These shifts signal a brighter future for all and gives power back to the consumer. Today's shoppers evaluate products based on merit and how they align with their values. They choose brands that meet their individual needs and are driving substantial change.

As the leader in Connected Sampling™, our omnichannel brand experiences deliver surprise and delight moments that engage consumers across multiple touchpoints. By leveraging our solutions, we can increase brand awareness, help consumers make informed purchases, and convert them into lifelong customers in this evolving category.



Alan Verdun  
CEO, Brandshare®



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# The Rise of Personalization







# One-Size Does Not Fit All

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Beauty routines are a personal process. With access to information online and on social media, consumers have become well-versed in ingredients and products. They know their skin, hair, and body best—and they know that one-size does not fit all.

Enter personalized beauty, a rising part of the industry centered around tailoring products based on consumers' unique needs.

**The personalized beauty market is expected to reach \$143.6 billion by 2030, growing at a CAGR of 15.3%.**



# Their Beauty, Their Rules

To no surprise, Gen Z is leading the personalization movement. Focused on authenticity, not conformity, they consider beauty as a way to express their intrinsic values rather than a way to achieve external validation.



A perfume bottle with a black spray nozzle is the central focus, resting on a textured, light-colored surface. The bottle is made of clear glass with a faceted design. In the background, a white card or envelope is partially visible, and the scene is lit with warm, directional light creating soft shadows.

# Fragrance Is Hitting a High Note







# Fragrance for All

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Fragrance is uniquely positioned to create the personalized experience consumers seek, particularly for Gen Z. Scent is a form of expression, communicating personality and emotion.

**There is a growing expectation that fragrance focus on championing individuality and sustainable practices, which signals a brighter industry for all.**



A person wearing a beige sweater is holding a dark, cylindrical perfume bottle with a silver nozzle. The person's hand is positioned near their chest, and another hand is visible in the lower right corner, slightly out of focus. The background is a soft, light blue gradient.

# Signature Scents

Consumers are increasingly looking for innovations that allow them to find a scent that feels true to them.

**Searches for “personalized perfume” where consumers can make their own scent, increased 22% in 2022 to an average monthly volume of 2.1 million, indicating that consumers are looking for innovations that help them to find their perfect scent.**



# Category Free

For years, fragrance has been gendered and all about attraction, but this is no longer provoking today's consumer. Wearers now seek gender neutral scents, opting for scents that boost their confidence.

**Search volume for unisex fragrances increased 46% over the last year.**



# Going Green

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Fragrance wearers are looking for brands with eco-friendly practices. They want fragrances free of phthalates and chemical compounds, instead looking for scents made from plant-derived and upcycled ingredients.

Interest in sustainable packaging is also growing.

**Sustainably packaged scents took in nearly \$17 million in revenue in the last year, a 142% increase.**







**How can brands connect to Gen Z during their search for true-to-them scents?**

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A top-down photograph of two perfume bottles resting on a circular slice of wood. The bottle on the left is filled with a golden liquid, while the one on the right is empty. To the left of the wood slice, two stalks of dried, feathery grasses are visible. The scene is lit from the side, creating soft shadows on a light-colored background.

# Connected Sampling Accelerates Purchase Conversion

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## Samples Are an Industry Staple

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Reach consumers waiting to discover new fragrances and encourage trial, purchase and loyalty of your product.

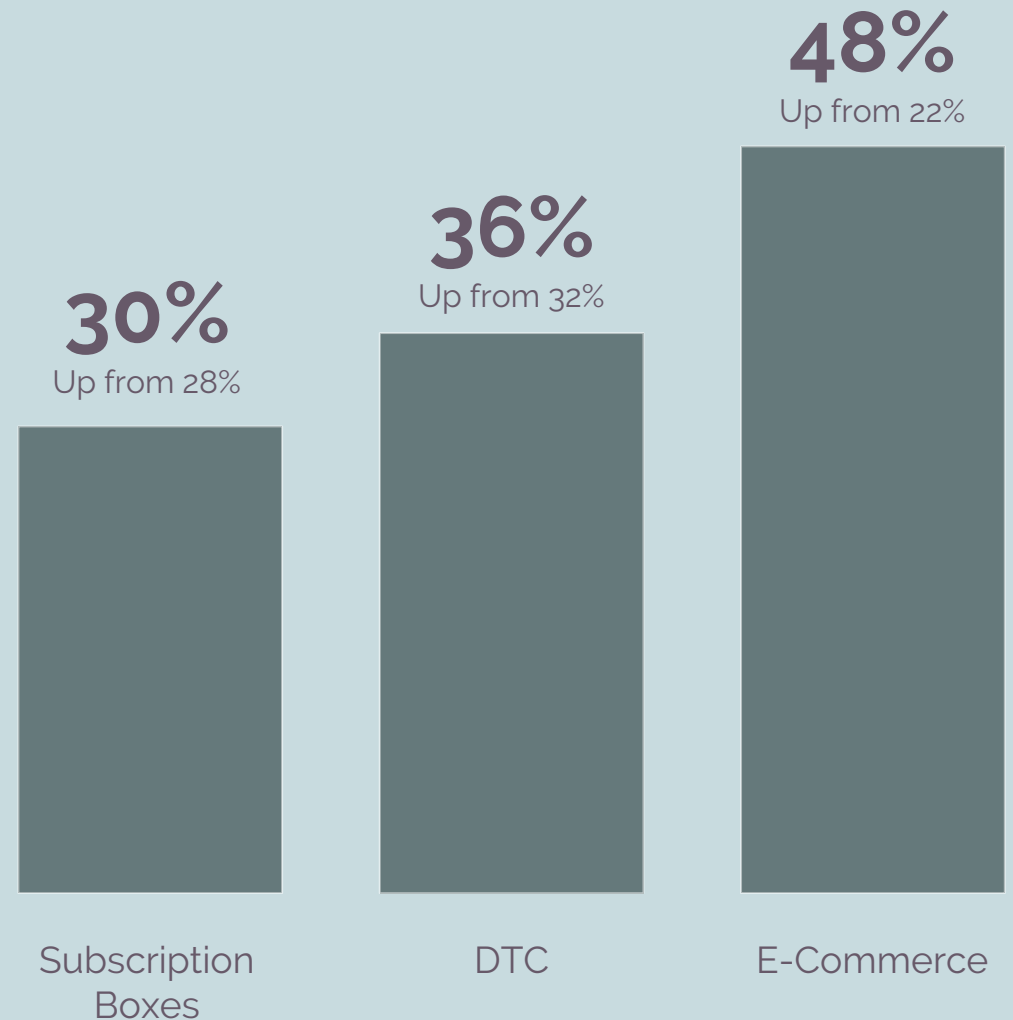
**1 in 2 Gen Z consumers say beauty samples significantly influence their purchase decisions.**





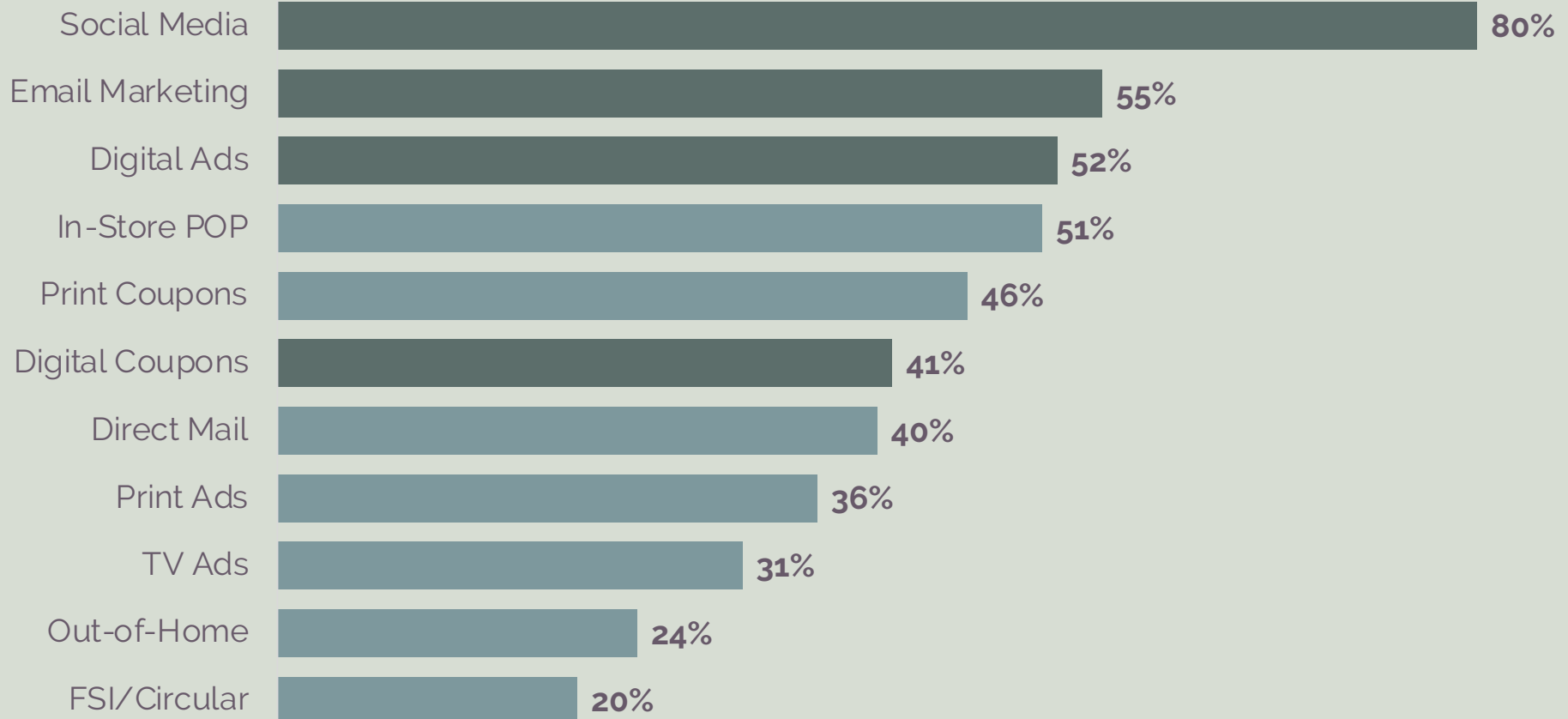
# In-Home Sampling Methods Are Increasing in Demand

Year over year, marketers have increased in-home sampling initiatives to provide consumers with a brand experience in the comfort and safety of their homes – where product trial is at its highest.



# Continuing the Conversation

Marketers rely on digital, email and social media post sampling distribution as effective, efficient methods to engage a targeted audience.



# The Customer Experience Opportunity

The way consumers choose what fragrance to wear is a deeply personal experience. A surprise and delight moment lets consumers see how your product wears and how it makes them feel.

**Sampling via e-commerce packages or in-person experiences with digital connectivity engages Gen Z in a 1:1 conversation to communicate product attributes and drive conversion.**





A hand holding a clear glass perfume bottle with a black spray nozzle. The bottle is tilted, and a fine mist of liquid is being sprayed out from the nozzle. The background is a dark, textured brown. The lighting is dramatic, highlighting the hand and the spray.

# Case Studies

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Connect to Convert: Moving Consumers Down the Purchase Funnel Faster



E-commerce Sampling

# Fragrance Brand

For its new product launch, a notable fragrance brand distributed inserts with four distinct scents within e-commerce packages to surprise and delight consumers who love wearing fragrance. The campaign included targeted digital media, conversational commerce, and add-to-cart connectivity to drive purchase at a key retailer.

## Results

**1.11%**

Click-Thru Rate  
to Click2Cart®

**750K+**

Total  
carted value

**17.6K**

Social engagements  
per influencer



“

Smells so good, I'm going  
to have to buy some of  
my own! I definitely  
would recommend!

”



# Fragrance Brand

A popular beauty brand partnered with Brandshare® to distribute VOC samples of two different fragrances in e-commerce packages. The brand drove awareness and trial, and garnered valuable consumer insights through a custom brand survey and sweepstakes.

## Results

**53%**

Were new to the fragrances

**75%**

Plan to purchase product

**82%**

Would recommend product



“

I am very impressed! Found a new fragrance that I love in my package!

”





# Fragrance Category Benchmarks

## Overall Category Product Trial

**93%** Tried the product sample

## Overall Category Purchase Intent

**30%**

Likely to purchase product before receiving the sample

**84%**

Likely to purchase product since receiving the sample

**+184%**

Increase in purchase intent

## Overall Category Purchase Conversion

**15%**

Have already purchased the product since receiving the sample

**58%**

Of those who did not purchase the product since receiving the sample, plan to purchase within 10 to 30 days



A man with a beard, wearing a white t-shirt, is shown from the chest up. He is holding a clear, rectangular perfume bottle with a silver spray nozzle in his right hand. The background is a brightly lit bathroom with a mirror and some toiletries on a shelf. The overall tone is clean and modern.

Looking Ahead



# Turn Insights Into Action

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## 1. **Connect to Convert**

As Gen Z consumers look for true-to-them fragrances, sampling is an easy way to increase purchase conversion. Invite consumers to discover their love for your product through a surprise and delight moment.

## 2. **Meet Consumers Where They Are**

Gen Z consumers are omnichannel shoppers. They find inspiration for their purchases from a diverse array of sources. Stay top of mind with this target audience to drive sales and build brand loyalty.

## 3. **Make Touchpoint an Educational and Conversion Opportunity**

Brands who incorporate digital and add-to-cart technologies into their media mix will have the opportunity to recommend and advise consumers about their product. And in turn, increase purchase conversion faster than those who do not.





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**To learn how your brand can activate a Connected Sampling™ campaign, contact:**

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