

Fragrance evolves, are you ready?



June 2025

Claire Marty - VP Global Beauty

NIQ delivers the *Full View* of beauty buying behavior

- The industry's most trusted consumer data—more channels, sources, consumers, and regions
- Validated with point of sales data directly from retailers



Global Beauty Market

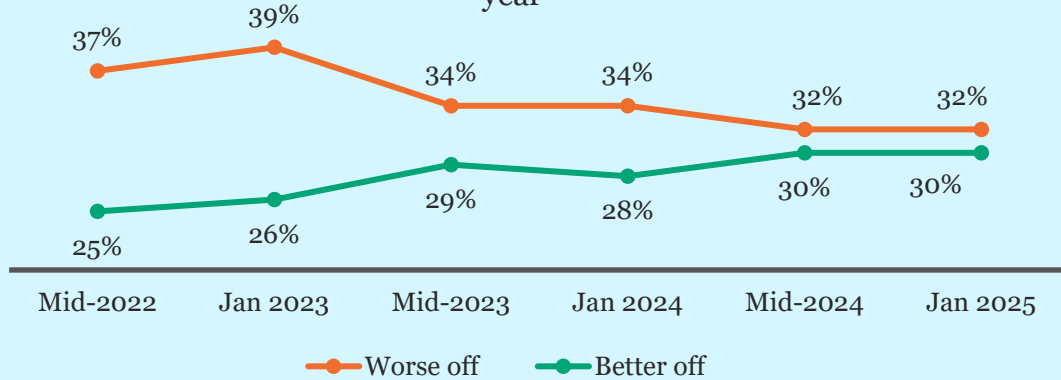
Beauty is resilient

NielsenIQ



Consumers have a cautiously optimistic mindset entering 2025, but much on the horizon is unknown

Global Consumer Financial Position, Sentiment year over year

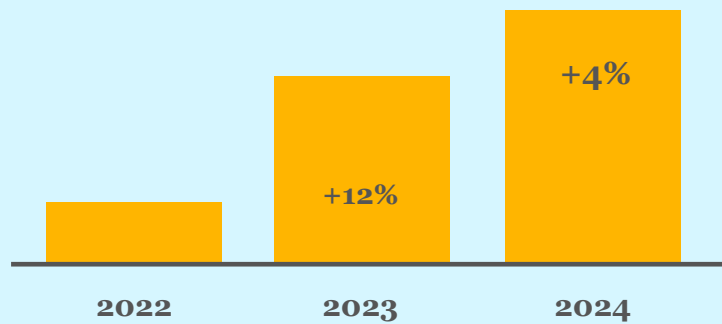


~~2023 Survive~~

~~2024 Revive~~

2025 Thrive?

\$100 → \$117



Consumers are **spending 17% more** vs 2022



#4 biggest concern

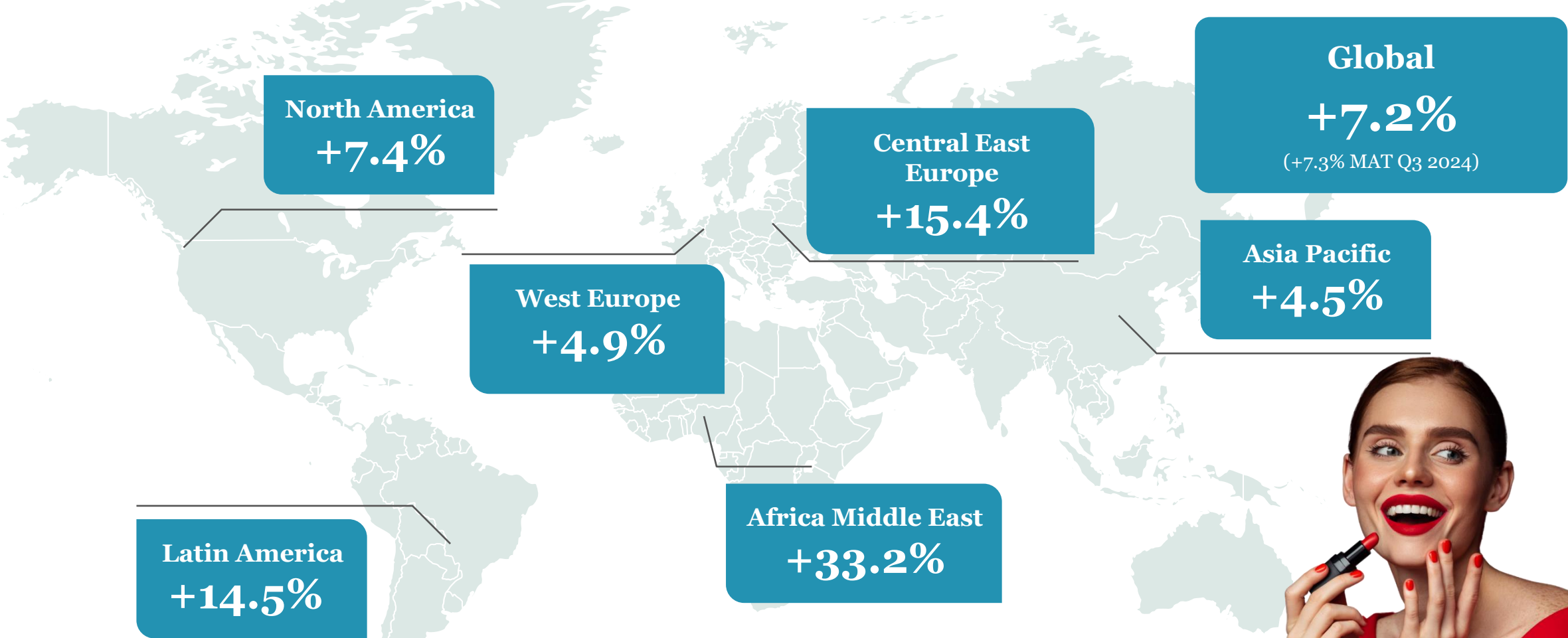
**Global Warming/
Environment**

Up from #5 in
Jan 2024

Source: NIQ 2024 Mid-Year Consumer Outlook, Global, Q: Compared to a year ago, is your household better off or worse off financially?
Source: NIQ, Global Strategic Planner, 54 markets, Eq Vol Price % Change, L52we 6/16/2024 vs prior

Solid but Softening: Beauty's Growth Path in 2024

12 month grow *decelerated by 0.1 pts* vs the previous quarter to end 2024 but each region remains on a growth path



Source: NielsenIQ QBN RMS Beauty Full Year 2024, 69 countries
*Fact: Value % growth vs YA (unweighted)
Beauty = Hair, Skin, Fragrance, Cosmetic & Nail (per available coverage by market)
Additional sourcing: Omnisales (FR, DE, IT, ES), Omnishopper (US), incl TikTok (CN), incl ecom (KR)

A Year of *More* for Beauty Consumers

Despite pressures, consumers are making more trips, spending more and purchasing more units from beauty categories in a demonstration of the resilience and importance of the beauty industry

Beauty – 23 global markets

Paid *More*



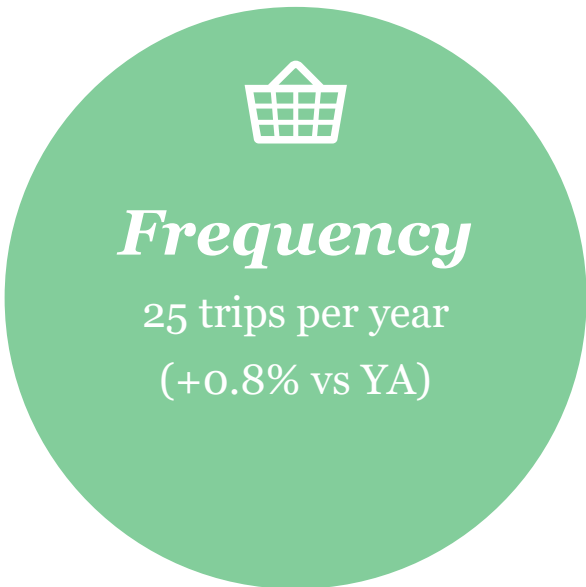
↑	↑	↑	↑
Europe	North America	Latin America	Asia Pacific

Bought *More*



↑	↑	↑	↓
Europe	North America	Latin America	Asia Pacific

Shopped *More Often*



↑	↑	↑	↓
Europe	North America	Latin America	Asia Pacific

Source: NIQ Consumer Panel – France, Spain, Germany, Italy, Great Britain, Portugal, Switzerland, Finland, United States, Canada, Puerto Rico, Brazil, Mexico, Colombia, Chile, South Africa, Indonesia, Hong Kong Philippines, Singapore, Thailand, New Zealand & Australia – Latest 12 months endings Feb 2025

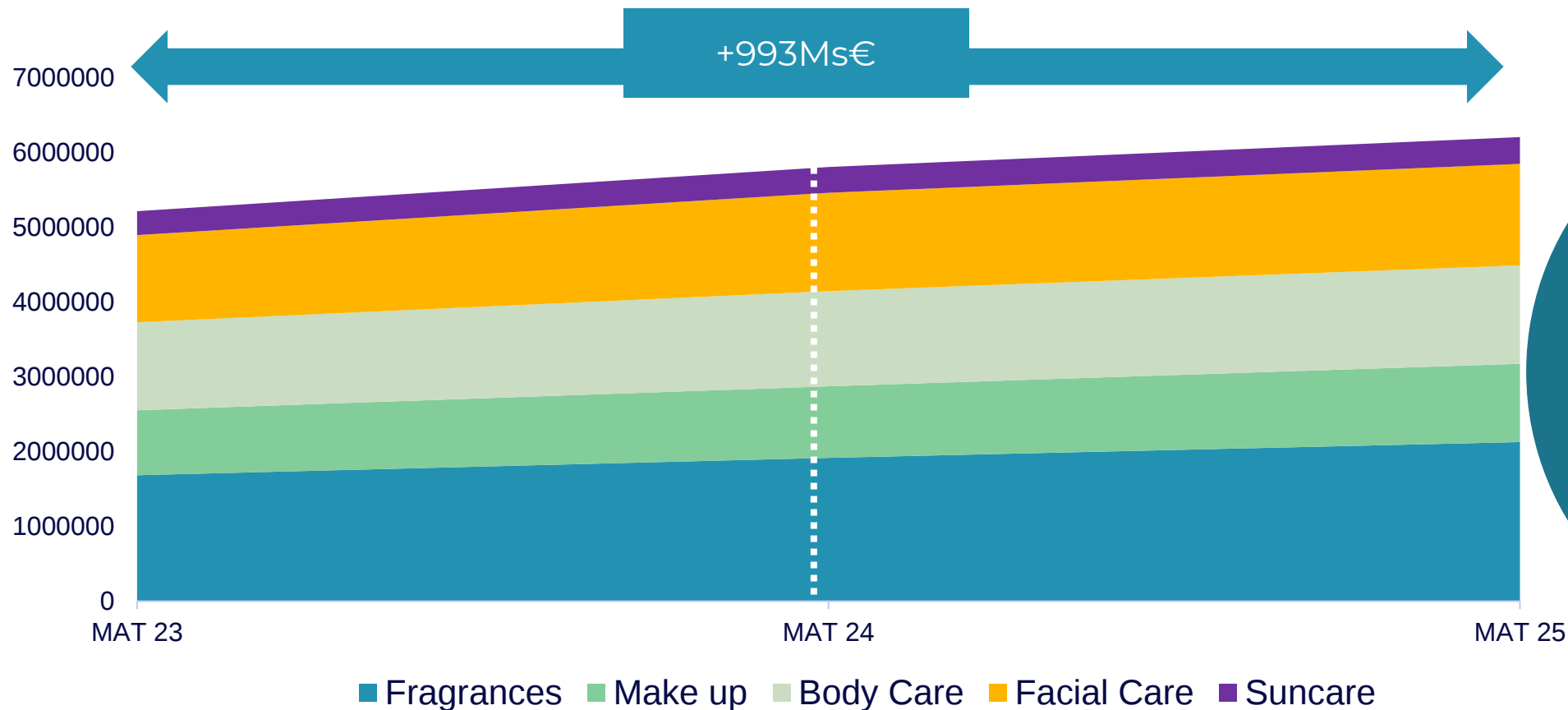
Fragrance in Spain: momentum keeps growing!



The beauty industry in Spain continues to show strong and consistent expansion

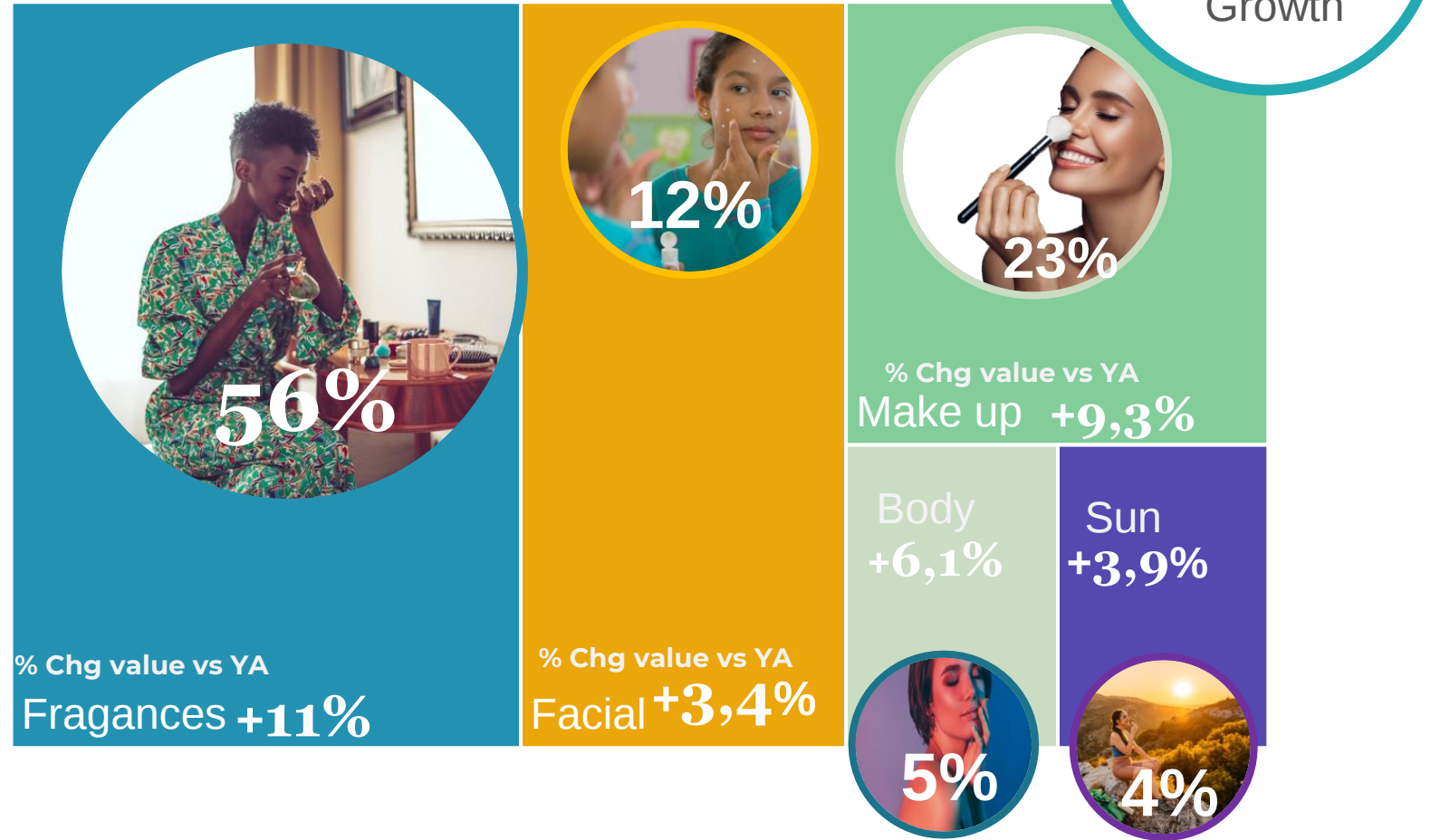
Generated more than 1 billion euros in the last two years

Total Beauty Spain value (M€) | Last 3 MATs (ending May 25)



Beauty
+6,1%
vs Last year

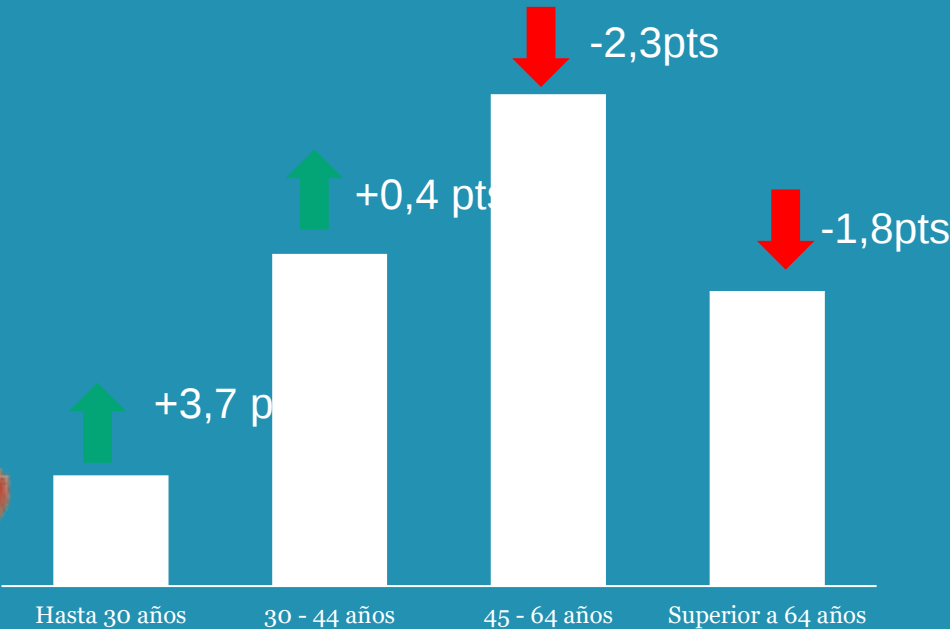
Fragrance leads the way, delivering 56% of the Beauty value growth.



Older Generations still account for most of the Fragrance spending, *but younger consumers display notable growth*



Spending Distribution (%) by Age



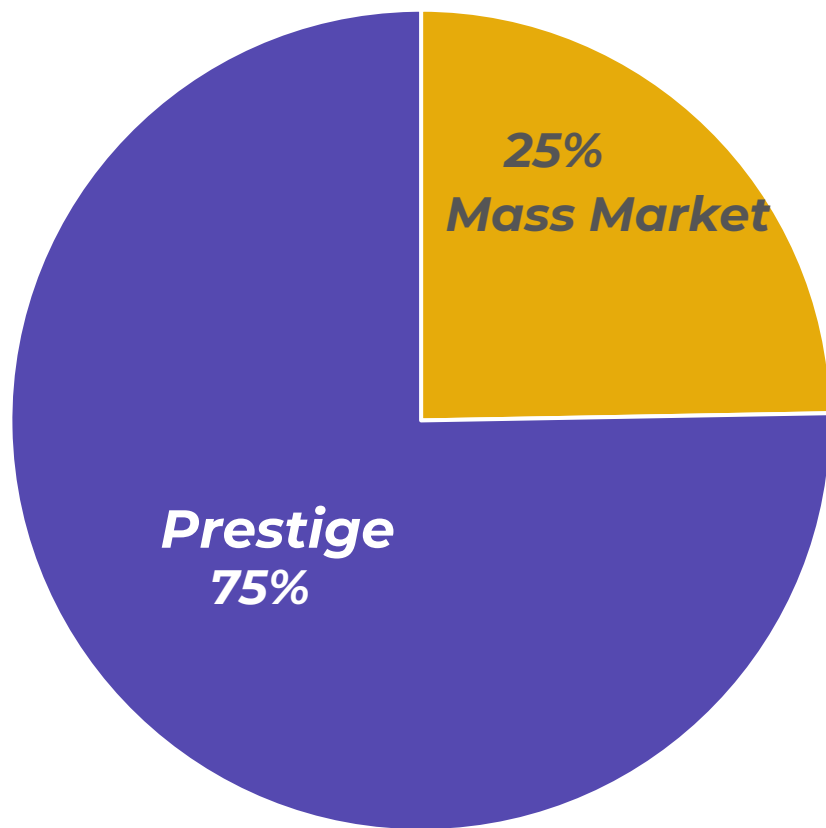
↑ +4 pts
Gen Z male (online)

Source: NIQ CPS Panel - Total Mercado (P&H) — TAM Ending April 2025/ NIQ Digital Purchase e-commerce consumer panel Beauty
Source: NIQ Omnisaes Panel, NIQ Consumer Panel – Latest 12 months endings May 2025

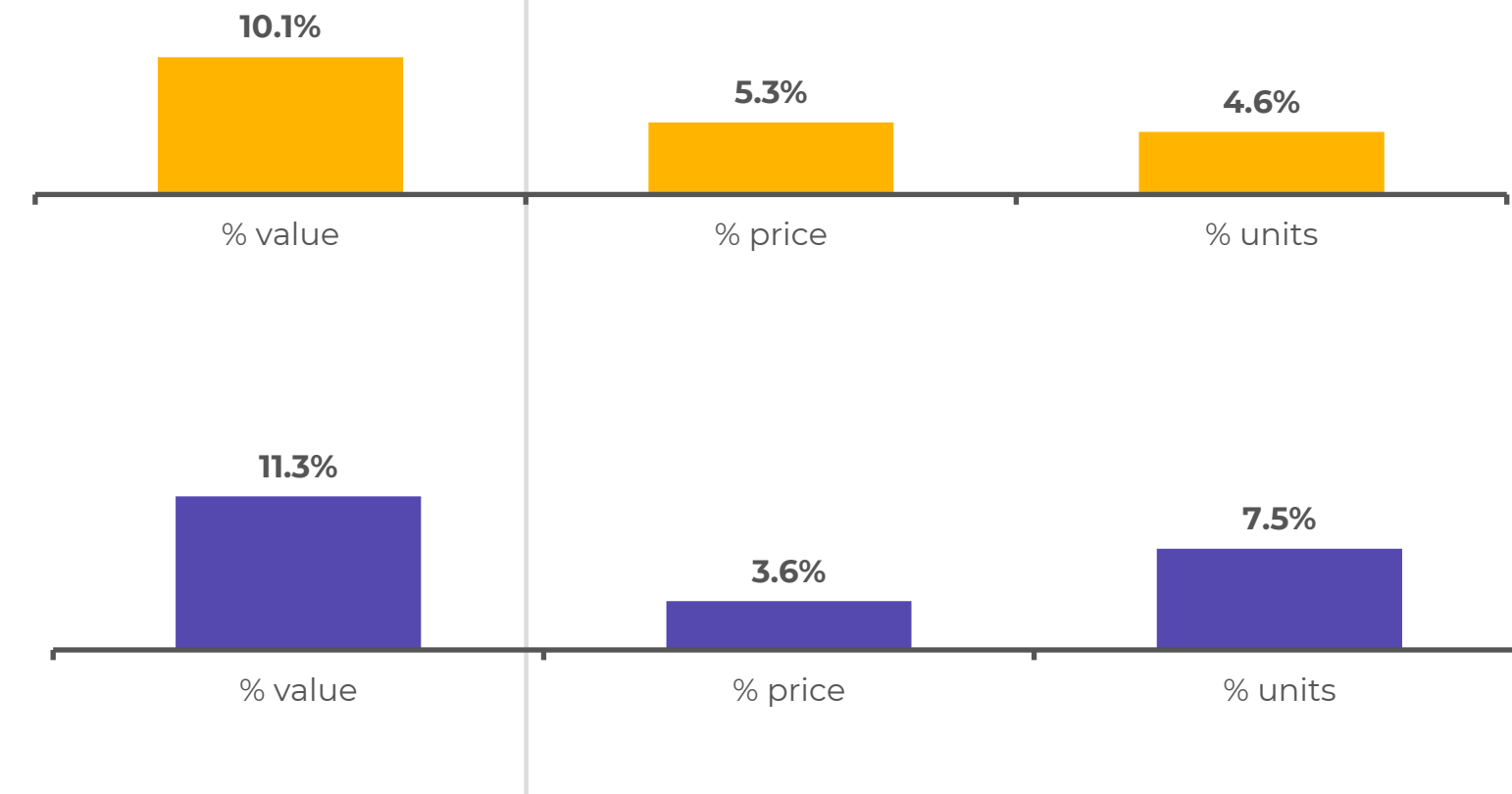
Prestige fragrances hold the lion share of the market

Healthy organic growth across both segments, in addition to premiumization

% Value Sales by Type of Fragrance



% Chg vs YA



*Assortment
expansion drove
Prestige growth,*
mainly via line
extensions.



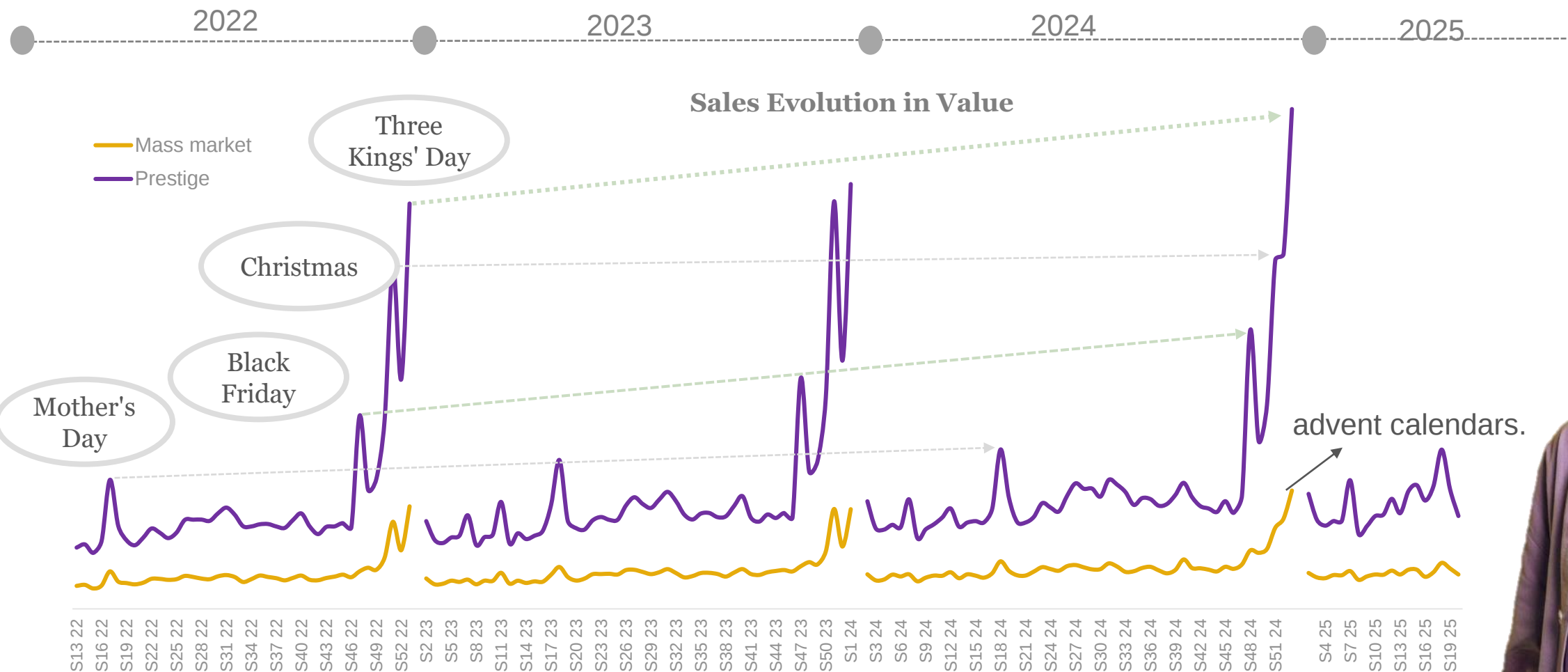
Top-performing references are line extensions toward more concentrated and intense perfumes.

Top references in units –MAT 52 May 25



Q4 is the most important quarter for fragrances, accounting for 36% of annual sales.

In 2025, Black Friday brings forward part of Christmas shopping, while fragrances remain the go-to last-minute gift for Three Kings Day.

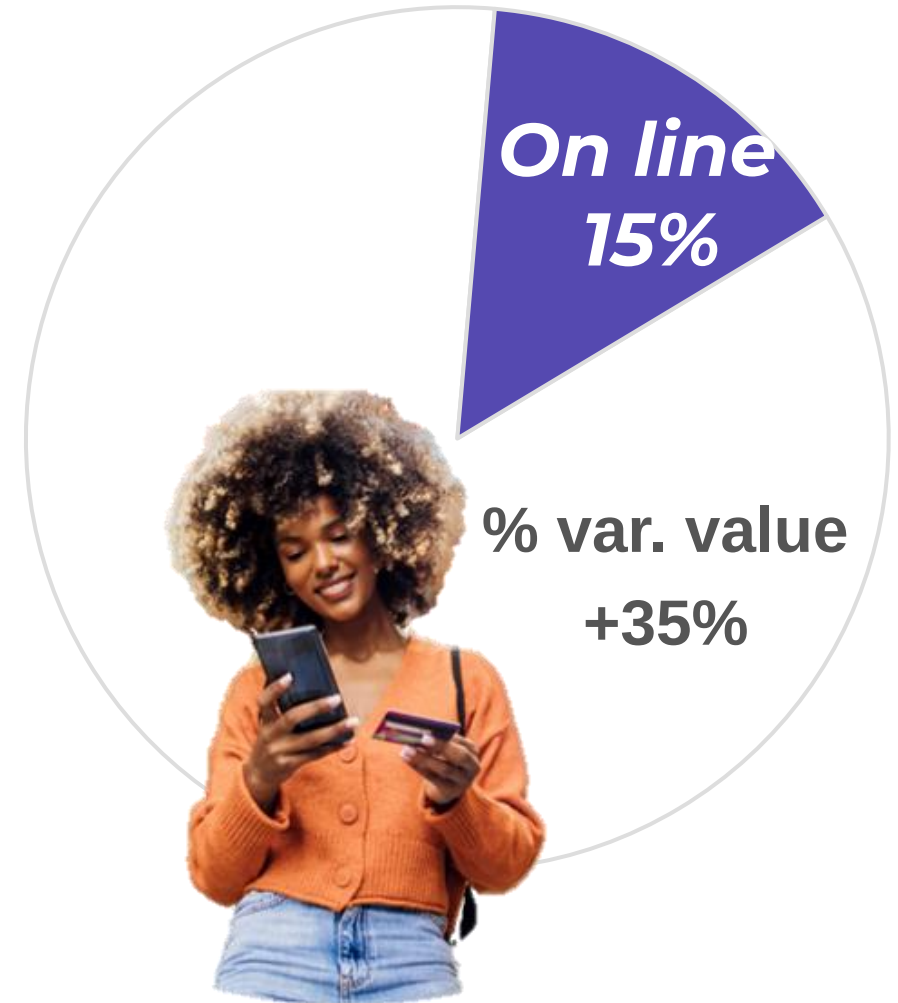


Retail (R) Evolution

**Unlocking Seamless,
Connected Journeys**



Online displays the fastest momentum



Perfumery stores lead the contribution to fragrance growth.

New stores in perfumery are transforming into interactive consumer experiences.



The Top 5 chains account for 76% of sales potential.

Perfumery stores are evolving into multifunctional spaces for consumer interaction.

Innovations and assortment expansion in large supermarkets

Advent calendars take center stage in the Christmas campaign.

A sensorial experience that transcends the physical: fragrances thrive in e-commerce

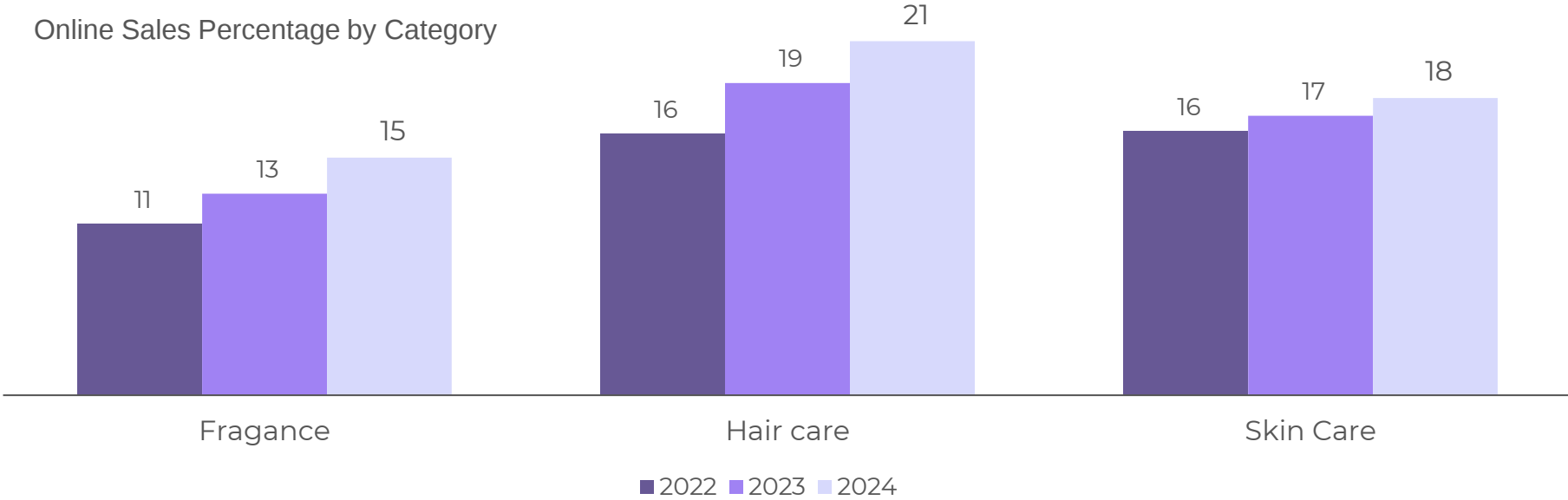
While their online share still trails skincare and haircare, the remarkable growth of fragrances in e-commerce highlights their ability to connect emotionally..

Value Increase
Compared to Last Year

On line
+92M€



Online Sales Percentage by Category



The online fragrance market is growing: more buyers, more spending, more often

Growth is driven by a larger number of consumers shopping online, with higher average spend and more frequent purchases per person

Value Increase
Compared to Last Year

On line
+92M€

More People



Penetration
24%

(+3,2ptos vs YA)

Bought More



Spend per Buyer

70 per year

(+2.2% vs YA)

Shopped More Often



Frequency

1,8 trips per year

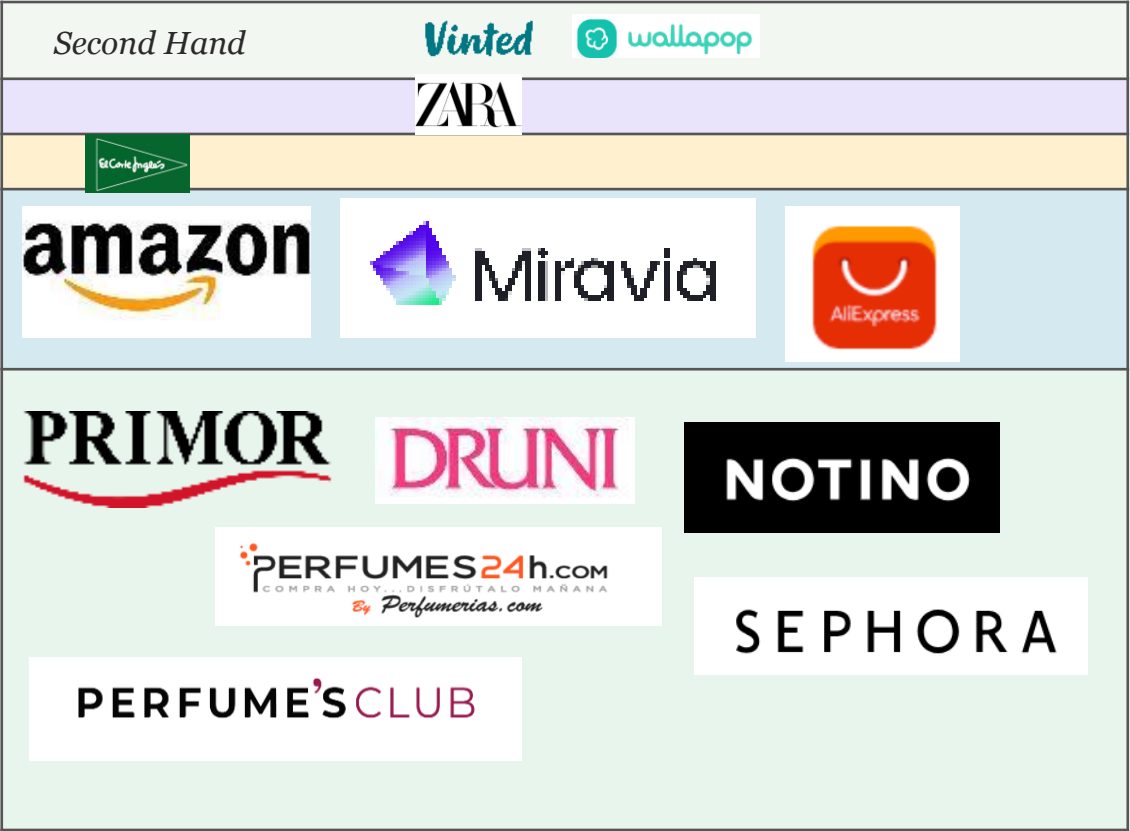
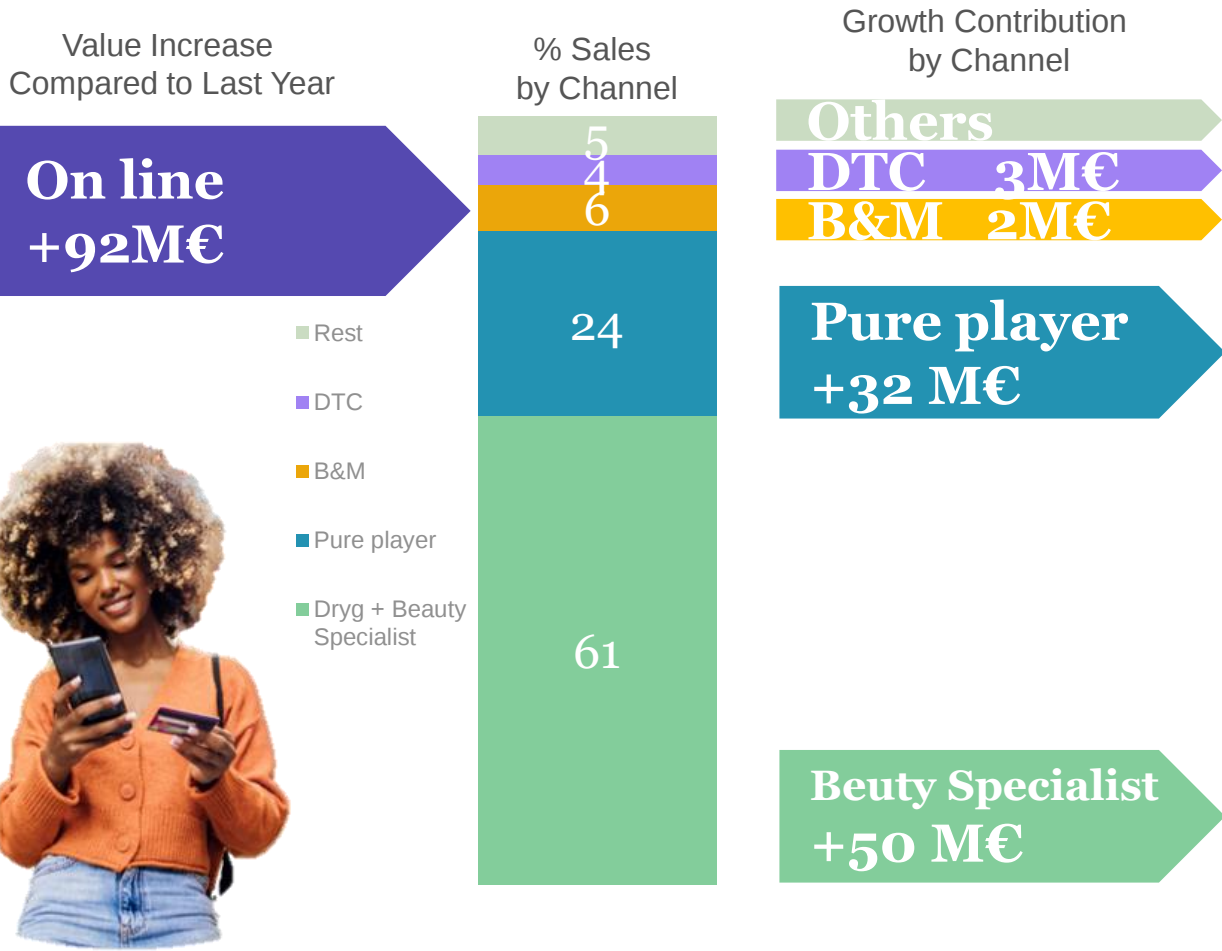
(+1,7% vs YA)



• Source: NIQ Digital Purchase e-commerce consumer panel., Fragrances, Data ending May 2025.

Online is not a single channel: it's a diverse and dynamic ecosystem of many channels

To grow in digital, we must understand the complexity of the landscape: different touchpoints, behaviors, and purchase moments



Source: NIQ Omnishopper Panel, NIQ Consumer Panel – Latest 12 months endings Feb 2025

Social Commerce is disrupting the industry with TikTok Shop recent launch all over EU5



* Too early to share

Key Insights Fragrances

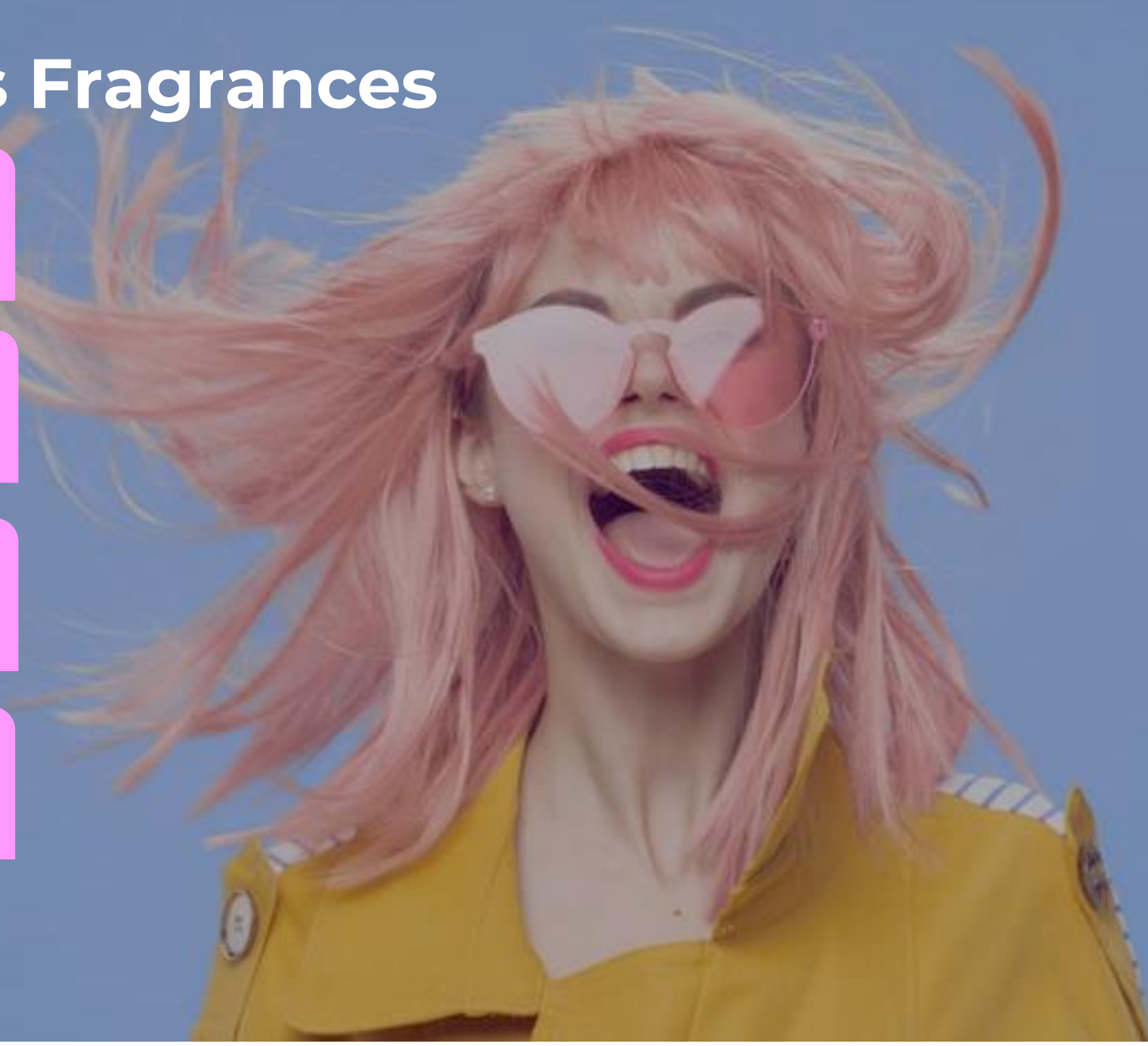
56% of Beauty's
growth is due to
Fragrances

3 out of every 4 €
are spent on Prestige
fragrances

52% of the
growth
Driven by perfumeries

1 out of every 6
euros
is already sold online

NIQ



**Claire
Marty**



**VP NielsenIQ
Global Beauty Vertical**

claire.marty@nielseniq.Com

www.linkedin.com/in/claire-martyniqbeauty

Thank You!
**For more information,
get in touch!**

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