



Fragrances in the United Kingdom

May 2026

Table of Contents

Fragrances in the United Kingdom - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Coty Leverages Cultural Storytelling to Boost Fragrance Demand

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Coty Leverages Cultural Storytelling to Boost Fragrance Demand

Chart 2 - Coty's Jawhara Unisex Fragrance Collection

Billie Eilish and Mass Brands Accelerate Clean Fragrance Innovation

Chart 3 - Billie Eilish: A Cleaner More Skin-Friendly Take on Fragrance

The Perfume Shop'S Recycling Scheme Drives Sustainable Fragrance Adoption

Chart 4 - The Perfume Shop Joins The Great British Beauty Clean-Up

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Niche Brands to Drive Innovation as Consumers Seek Value

Premium Brands Capitalise on Personalisation and Sustainability

Hybrid Formats and Value Propositions Shape Buying Decisions

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal'S Acquisition of Kering Beauté Strengthens Its Leadership through Premium Expansion

Chart 10 - Analyst Insight for Fragrances

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Boots and Beauty Specialists Capture Loyalty with In-Store Expertise

E-Commerce Expands Reach with Personalisation and Digital Discovery

The Perfume Shop and Boots Shape Boutique-Led Discovery

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Fragrances

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Fragrances

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Coty Leverages Storytelling to Boost Premium Fragrance Spending

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Coty Leverages Storytelling to Boost Premium Fragrance Spending

Coola and Neutrogena Reshape Routines with Science and Wellness

Chart 22 - Lifestyle Led Launches Reinforce Beauty as Daily Self Expression in the UK

Dyson and the Ordinary Drive Ingredient Transparency and Trust

Chart 23 - Clean Beauty Evolves Through Ingredient Transparency and Gentle Innovation

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Premium and Hybrid Brands to Secure Long-Term Consumer Loyalty

Fragrances Outpace Rivals as Premiumisation Drives Value Gains

Ingredient-Led Innovation and Global Brands Reshape Expectations

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Expands Science-Led Brands as Procter & Gamble Loses Ground

Unilever and L'Oréal Use Acquisitions to Drive Premium Growth

Chart 29 - Analyst Insight for Beauty and Personal Care

Neutrogena and Dyson Advance Science-Led and Transparent Innovation

Chart 30 - Science Led Demand Drives the Rise of Longevity

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Kérastase and Medicube Blend Digital and Physical Retail to Drive Engagement

Medicube and Ai-Powered Recommendations Accelerate Digital Discovery

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fragrances-in-the-united-kingdom/report.