



### Charts: A case study – October 2020

Fragrances of the World's Clayton Ilolahia shares his experience using CHARTS.

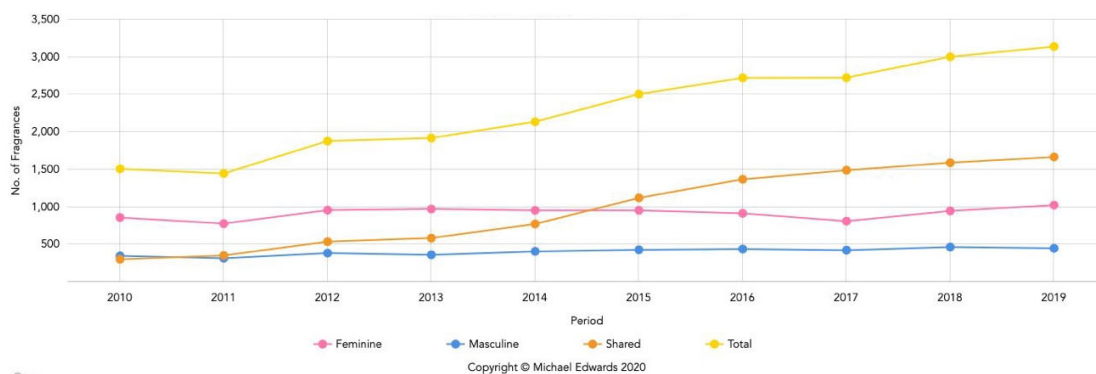
“It’s no secret that data is powerful. But data lacks influence when it’s not translated in a way that connects with viewers. It’s not easy to get clear takeaways just by looking at stats and numbers on a spreadsheet. The brain processes visual information far better than it processes text, which is why the new CHARTS feature is a useful storytelling tool that brings data to life in presentations and reports.

To give you an example of how CHARTS can be used, I compared launches from two ten-year time periods, 2000-2009 and 2010-2019. Trends charts for these two periods illustrate the growth of launches very clearly. It’s an astounding growth of 181% between the two decades. In 2006, the number of new fragrances launched exceeded 1000 for the first time in history. Last year, we tracked over 3000 new fragrances.

CHARTS’ filters allow users to drill down or dissect the data in different ways. I was curious to see if the data backed my assumption that the rise of niche in the mid-noughties was the main reason for the exponential increase in launches. The trends chart illustrates both the rapid growth of niche over the past 15 years and increase of shared, unisex fragrances.

Check too, the growing trend of luxury fragrances, which experienced the same growth between the two time periods (luxury increased 387%, niche increased 386%), that’s twice as much compared to the industry’s average.

*All fragrance launches 2010 - 2019 (trends chart) demonstrates the growth of shared fragrances.*



*Comparison chart 2010-2019 of niche (A), luxury (B) and prestige (C) launches demonstrates the growth and increasing market share of niche.*

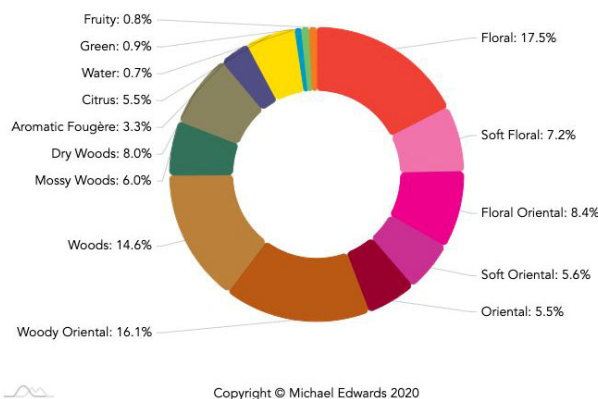


# MICHAEL EDWARDS FRAGRANCES of the WORLD



The relationship between niche, luxury and prestige fragrances is an interesting one. To explore further, I used the fragrance families filter in CHARTS. I was interested to see the evolution of the fragrance families over the two time periods and whether the families provide any data we can use to define a typical niche, luxury or prestige fragrance. While some families prevailed, for example fruity prestige fragrances grew while niche and luxury steeply declined, backing the perception that niche and luxury brands steer away from fragrances that flourish in the prestige and mass market. Woody oriental niche fragrances grew significantly as the niche trend for oud fragrances dominated. This can be seen by clicking on the details tab in Charts, which provides a list of fragrances in the data set.

*Families Chart - niche fragrance launches 2010 - 2019, woody oriental launches continue to increase driven by the oud fragrance trend.*



But overall, there is no significant pattern that defines a niche or luxury fragrance by fragrance family alone. What the data shows us is that niche fragrances continue to expand and what was once a niche, or minority within a large global industry, is fast becoming the dominant majority. In a post-COVID environment, will luxury become the new niche?"

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