



New fragrance launches increase 5% in 2021

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The number of new fragrance launches rose 5% to 2,742 in 2021 compared to 2020, according to data from fragrance expert Michael Edwards' *Fragrances of the World Quarterly Insights* report.

Luxury fragrances saw the highest increase, with launches up 45% to 106 in 2021 compared to 2020. The number of niche fragrance launches rose 6%, while prestige fragrance launches dropped 18% for the year.

While the report notes that disruptions from 2020 continued into 2021, signs pointed to an industry that learned to navigate through the pandemic. The return of trade shows such as Pitti Fragranze and the Tax-Free World Association exhibition in Cannes in 2021 encouraged new launches. The industry saw growth across distribution channels for the first time since 2021, notes the report.

While niche continued to dominate in terms of launch numbers, Edwards claims that the biggest success story was the growth of luxury fragrances. While the number is still relatively small, despite almost doubling on the previous year, he notes that it demonstrates the power of luxury brands to thrive in trying times.

Woody and ambery see growth

In terms of olfactive trends, amber fragrances increased by 30% in 2021 compared to 2020, dry woods by 20% and mossy woods by 12%. Notes such as leather, incense, vanilla, oakmoss and patchouli were popular notes for the year. These notes were featured regularly in the most-searched fragrances across Edwards' global network of retailer Fragrance Finders.

Additionally, over the past year, there has been an uptick in textural fragrances, with more powdery notes and an increase in fragrance concentrations.

Slow start to the year

New fragrance launches in the first quarter of 2022 (January to March) dropped 39% to 358 compared to the same period in 2021.

Despite the drop, prestige fragrance launches rose 13% to 122. Meanwhile, niche fragrances saw the biggest decline with new launches down 66% to 116 in the first quarter. New luxury fragrance launches fell 41% to 17.

The report notes that, while the beginning of the year has seen a slow start for new launches, brands have shown flexibility during the pandemic. Cancelled launches have been rare, with brands preferring to press pause and wait for a more favorable time.

By comparison, this time in 2021 new fragrance launches were down 35% compared to the first quarter of 2020. However, by the end of 2021 the gap closed. The report expects the same trend for 2022.

Additionally, some brands and distributors noted that global supply-chain issues resulted in delaying launches.

Trends for 2022

The report has identified three fragrance trends for 2022.

The first sees consumers turn to fragrances as a form of escapism. This includes fragrances that play on happy memories such as Meo Fusciuni's *Encore du Temps*, which is inspired by perfumer Guiseppe Imprezzabile's time spent in Laos. Other fragrances that are an example of this escapist trend are *Blushing Sands* by Estée Lauder and *Vacation by Vacation* (Arquiste).

The second trend is the increase in rose-inspired scents, which offer consumers familiarity, claims the report. New rose fragrances play on various parts of the flower, such as green foliage and spicy, honeyed notes of the petals. Examples of this trend include *Rose d'Amalfi* by Tom Ford, *Eau Rose Eau de Parfum* by diptyque and *Rose Carnivora* by Dries van Noten.

The last trend sees more brands building on past successes with new flankers. For example, Guy Laroche's first launch in eight years is not a new pillar fragrance, but a reinvention of *Drakkar*, called *Drakkar Intense*.

Additionally, French brand Dior continue to build the Miss Dior name for a younger generation with the launch of a new Miss Dior Eau de Parfum. The brand also launched *Sauvage Elixir* and reported that *Sauvage* is now the bestselling fragrance worldwide. One *Sauvage* bottle sells every three seconds, claims Dior. This is the first time a men's fragrance has taken the top spot.

Meanwhile, niche fragrance houses are playing with a scent's concentration. For example, P.Frapin & Cie's *1270 Extrême* introduces a new version one of the brand's bestsellers with Sambac jasmine added to the original mix of spices, amber and woods.

New fragrance launches 2021

Year	Launches
January-December 2021	2,742
January-December 2020	2,619
% change 2021/2020	+5%

Source: Michael Edwards' *Fragrances of the World Quarterly Insights*

New fragrance launches 2021 by distribution

Year	Niche	Luxury	Prestige	Other
January-December 2021	1,292	106	444	900
January-December 2020	1,217	73	539	790
% change 2021/2020	+6%	+45%	-18%	14%

Source: Michael Edwards' *Fragrances of the World Quarterly Insights*

