

FRAGRANCE AND PERSONAL CARE

## Pink bottles, sweet scents top fragrance trends for 2018: report

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*Chanel looks to Keira Knightley to embody the carefree but intense image.*

By STAFF REPORTS

As women look for more feminine branding in fragrances, Coco Mademoiselle Intense by Chanel is the top perfume of the year so far.

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According to a report from [OnBuy.com](#), women are looking for more feminine perfumes with 75 percent of the top fragrances having pink bottles. Simultaneously, there has been a 20 percent jump in popular perfumes released with sweet accords in one year.

OnBuy.com looked data from 517,778 fragrance customers on perfume [Fragrantica.com](#) and the 20 favorite perfumes released so far in 2018.

### Sniffing out trends

In 2017, about half of the most popular perfumes were created with sweet notes, a number that has already jumped to 70 percent in the first part of 2018.

While Chanel's perfume tops the charts, amongst the top ten are fragrances from high-end luxury brands such as Lancme, Guerlain, Dolce & Gabbana, Gucci and Chloe.

About 60 percent of the top-performing fragrances are from France.

Floral scents are the second most popular of the year so far, with 60 percent popularity, followed by woody notes at 45 percent.

Following Chanel, the rest of the top five fragrances of the year are Mtorites by Guerlain, La Nuit Trsor la Folie by Lancme, Flowerbomb Nectar by Viktor & Rolf, Alien Flora Futura by Thierry Mugler, in order.

Dolce Garden by Dolce & Gabbana, Mon Guerlain Florale by Guerlain, Gucci Guilty Absolute by Gucci, Sorbetto Rosso by Escada and Nomade by Chloe filled out the rest of the top ten, also in order.



*Dolce Garden debuts with a fun family campaign. Image credit: Dolce & Gabbana.*

"The sweet and feminine theme extends to branding too, with a massive 75 percent of the perfumes explored housed in pink bottles," said the report. "This is a massive shift from the popularity of genderless, or even masculine, scents of late.

"In fact, a survey conducted earlier this year by OnBuy revealed that 75 percent of women wanted to try a unisex perfume at the beginning of 2018, yet so far the market has been bombarded by pink, sweet and feminine fragrances."

Chanel's top Coco Mademoiselle Intense fragrance commanded attention in its debuting campaign that depicts the perfume as the life of the party.

Actress Keira Knightley made her return as the face of Coco Mademoiselle in January with a spot that depicts a carefree soiree in which Coco embraces a fun yet powerful ethos. The one-minute film celebrates the new Eau de Parfum Intense ([see more](#)).

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