

FRAGRANCE AND PERSONAL CARE

Fragrance and personal care sector's Top 10 headlines of 2018

December 19, 2018



Sephora is among the brands leading the way in personalization. Image credit: Sephora

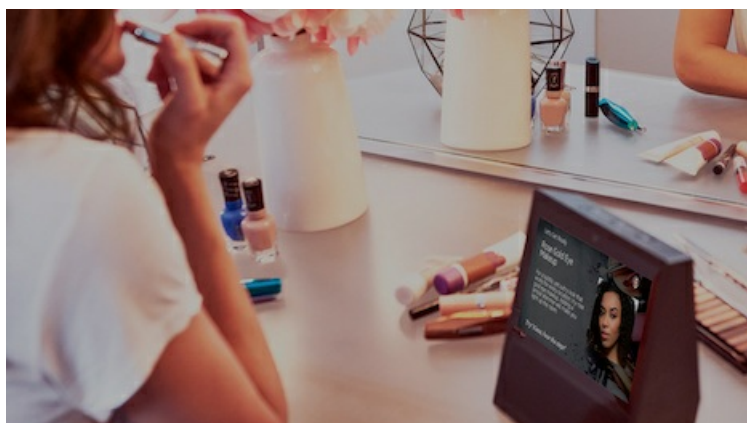
By STAFF REPORT'S

Consumers' growing demands for personalization and inclusivity are changing how luxury fragrance and personal care brands approach technology and social media.

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Luxury cosmetics labels are following consumers' lead and embracing skin care and clean beauty products, as well as rethinking retail models. The top headlines from 2018 illustrate how the luxury beauty industry continues to adapt.

Here are Luxury Daily's top 2018 headlines from the fragrance and personal care sector:



Coty's AR mirror is a perfect example of blending digital and physical retail. Image credit: Coty

Coty exhibits how luxury can leverage Alexa's future takeover

Personal care group Coty Inc. is predicting a shift in the luxury market and opening a door for beauty brands to enter the untapped potential of artificial intelligence and voice control.

Coty has undergone an about face with Amazon, embracing a partnership with the recent foe in hopes to bring beauty tutorials into the future. Many experts believe that AI assistants such as Amazon's Alexa will be vital going

forward, which Coty is anticipating with its new skill ([see story](#)).



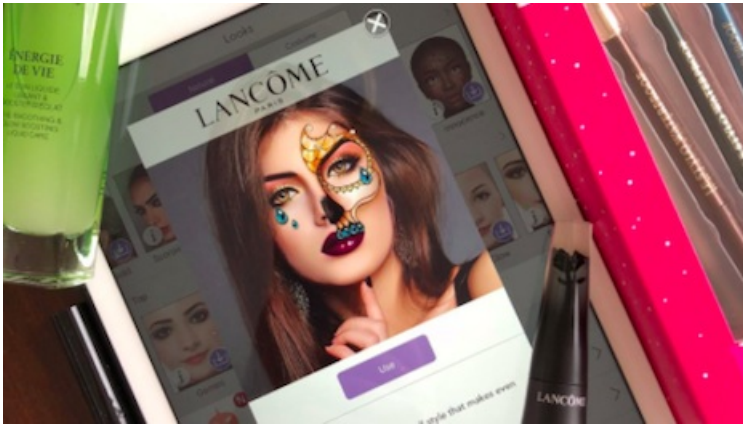
Marc Jacobs Beauty launches its "Shameless" line. Image credit: Marc Jacobs Beauty.

Luxury cannot afford to ignore consumers of color

African-American consumers represent a significant consumer base for luxury categories such as fragrances and watches, according to new data from Nielsen.

Black consumers represent 14 percent of the United States population, with a spending power of \$1.2 trillion.

Consumers of color have an influence that extends beyond their own demographic, with their purchasing choices having an effect on mainstream culture ([see story](#)).



Lancôme often partners with YouCam Makeup app for personalization. Image credit: Lancôme

Beauty brands pursue personalization through modern tech

Beauty manufacturers are some of the biggest innovators in marketing, but lately their use of technology has brought personalization tactics to a futuristic standpoint.

Augmented reality is rampant with beauty brands allowing users to try on products without having to be in store.

While the experience still is not the same as trying on items in person, it still personalizes the experience exponentially and has paved the way for more sophisticated marketing tactics through technology ([see story](#)).



As western consumers reject animal testing and China requires it, luxury brands are caught in the middle. Image credit: Estée Lauder

Beauty brands face balancing act on animal testing

While Western consumers tend to reject beauty products tested on animals, China still requires such trials, putting luxury beauty brands in an awkward position.

A new report from Perfect 365 found that a significant portion of Western consumers condemn the testing of beauty products on animals and will reject brands that do so. As China increasingly becomes a major center of luxury consumption, on its way to being the largest market for beauty products in the world, brands have a tough choice ahead of them ([see story](#)).

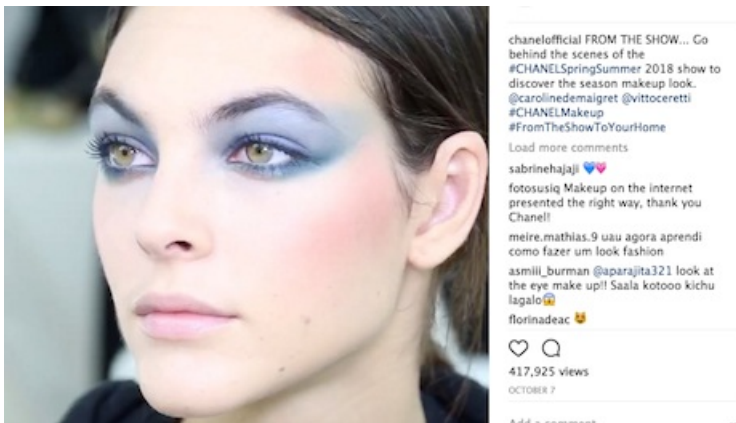


Debenhams new way of beauty retail. Image credit: Debenhams

Estée Lauder unveils new retail concept as department store shopping transforms

British department store Debenhams is joining the throng of retailers looking to reinvent the beauty shopping experience through a revolutionary concept in partnership with Estée Lauder Companies that breaks down barriers between brands.

#BeautyHub has been designated as beauty playground, where counters for specific cosmetic brands have been replaced with a cohesive, multi-brand experience. Located at Debenhams in Stevenage, England, the hub features a variety of experts and technology to help find beauty fans the best product of them, instead of steering them towards separate brands ([see story](#)).



Chanel appeals to consumers with massive reach through Instagram video

Instagram overtakes YouTube as top influencer channel for beauty

Beauty marketers have been early adopters of digital and influencer marketing, which have now proved to be effective for 98 percent of the industry.

Eighty-four percent of beauty brands have claimed to work with an influencer online in the past year, according to a [survey from Celebrity Intelligence](#). The report says that for every 1 pound, or \$1.34 at current exchange, brands earned 8.81 pounds, or \$11.81, for an average positive return on investment ([see story](#)).



Crème de la Mer skincare. Image credit: La Mer

Consumers seek cosmetics with added skincare perks

Consumers today are placing a greater importance on taking care of their skin, turning to makeup that offers more than just cosmetic benefits.

NPD Group's "2018 Makeup In-Depth Consumer Report" found that nine in 10 U.S. women that use makeup have applied cosmetics infused with skincare. Consumers are taking a more proactive approach to beauty, looking for products that will help them achieve healthier skin instead of using makeup as a means to conceal issues ([see story](#)).



Celebrity influencers' paid posts result in modest engagement rates. Image credit: Bella Hadid for Dior

85pc of beauty marketing centered on social media

Beauty brands are investing more heavily into social media and influencer marketing than their peers in fashion and luxury, according to a new report.

Launchmetrics' "Beauty Redefined" ebook notes that there has been a 23 percent drop in print advertising value for beauty labels between 2013 and 2017, with the category putting more focus on digital marketing. As the industry sets its sights on millennials, influencers are playing a significant role in driving awareness and engagement for consumers who prefer to research online ([see story](#)).



Bloomingdale's opens its WellnessChemist boutique. Image credit: Bloomingdale's

Luxury looks to clean beauty to navigate new personal care

Clean beauty is becoming another key word within the personal care industry as sustainability and wellness take over in all aspects of retail, and luxury retailers are some of the first to take it on.

The face of the department store has changed, and so has beauty retail. Both Barneys New York and Bloomingdale's are among the luxury brands and retailers who are hoping to capture the wellness-conscious beauty consumer with new concepts ([see story](#)).



Chanel shared beauty tutorials aimed for men. Image credit: Chanel

Luxury brands need to capitalize on growth in men's makeup

Luxury cosmetics labels are beginning to pay more attention to male consumers, as sales of men's grooming products continue to grow.

According to Euromonitor's 2018 Beauty Survey, sales of men's grooming products neared \$50 billion in 2017 and are on track to grow 16 percent to 2020. As brands develop and market personal care and beauty products for men, they are using more gender-neutral strategies, reflecting changing attitudes surrounding gender norms among today's consumers ([see story](#)).