

Fragrance Category Baidu Search Report

2017.04

Baidu IMS
百度整合营销策略部



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微信小程序、知识星球、www.bj-xinghe.com、微信群 (18610100296) 同步分享更新



Foreword

   [百度一下](#)

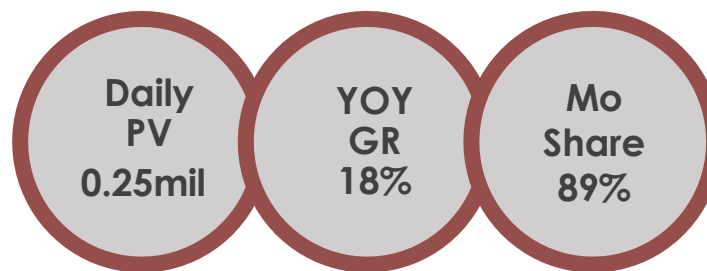
- Data Source: Baidu PV (Search Volume of Keywords)
- Time Period: 2015.04-2017.03
- YOY Growth Rate: 2016.04-2017.03 VS. 2015.04-2016.03



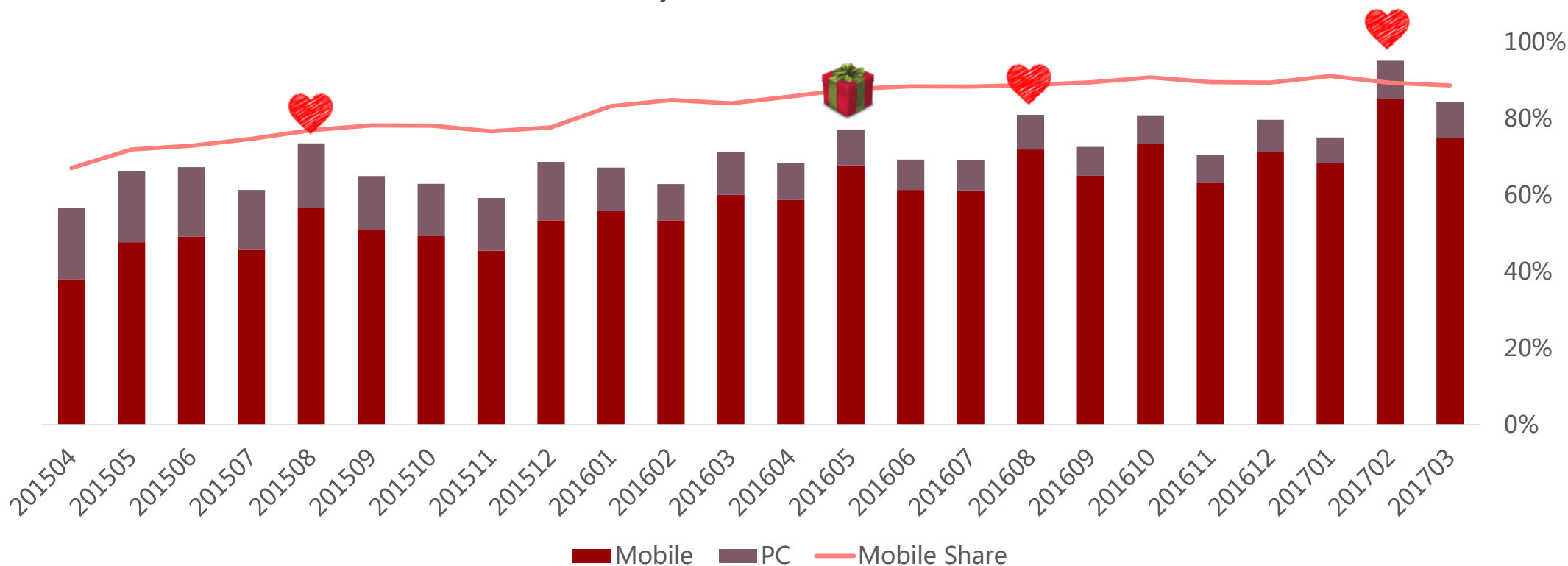
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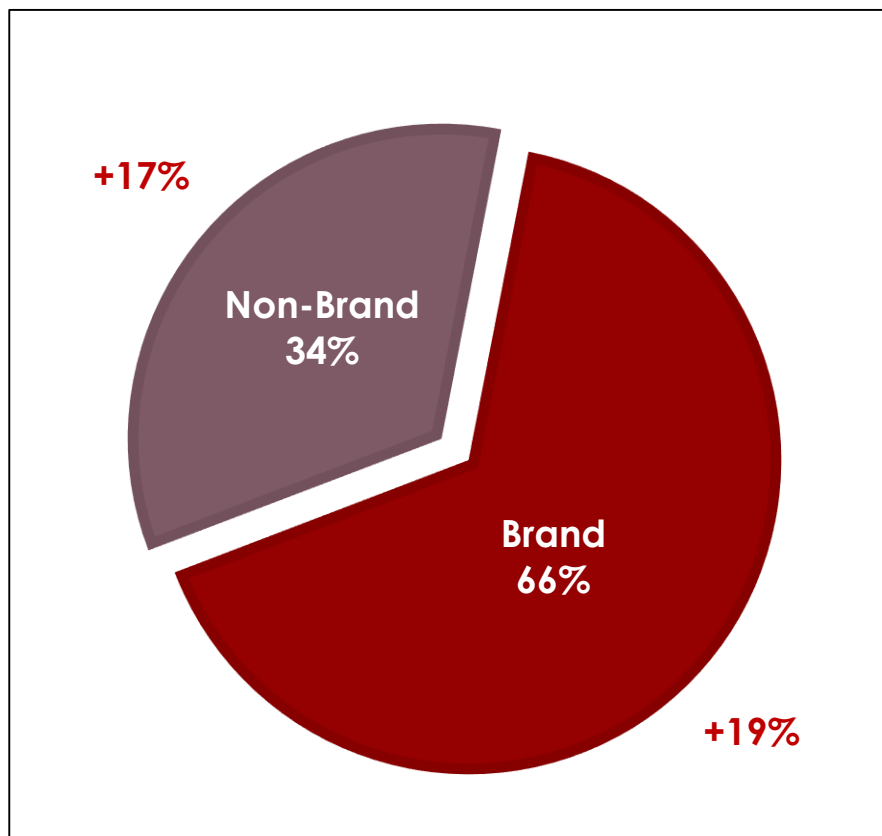
Fragrance Category Search Trends



Search trend of fragrance category kept increasing in recent 2 years.
Gift seasons had strong impacts on search volume, especially **Mother's Day** and both **Chinese and Western Valentine's Day**.



■ ■ Fragrance Category Search Contents Analysis



66% of searches were brand related keywords, which meant an intense competition in this industry.

Brand awareness plays an important role in fragrance industry.

+34% people searched non-brand related keywords, include "ranking list of fragrance brand", "famous perfume brands", "how to use", which indicated that consumers need further education about this category.

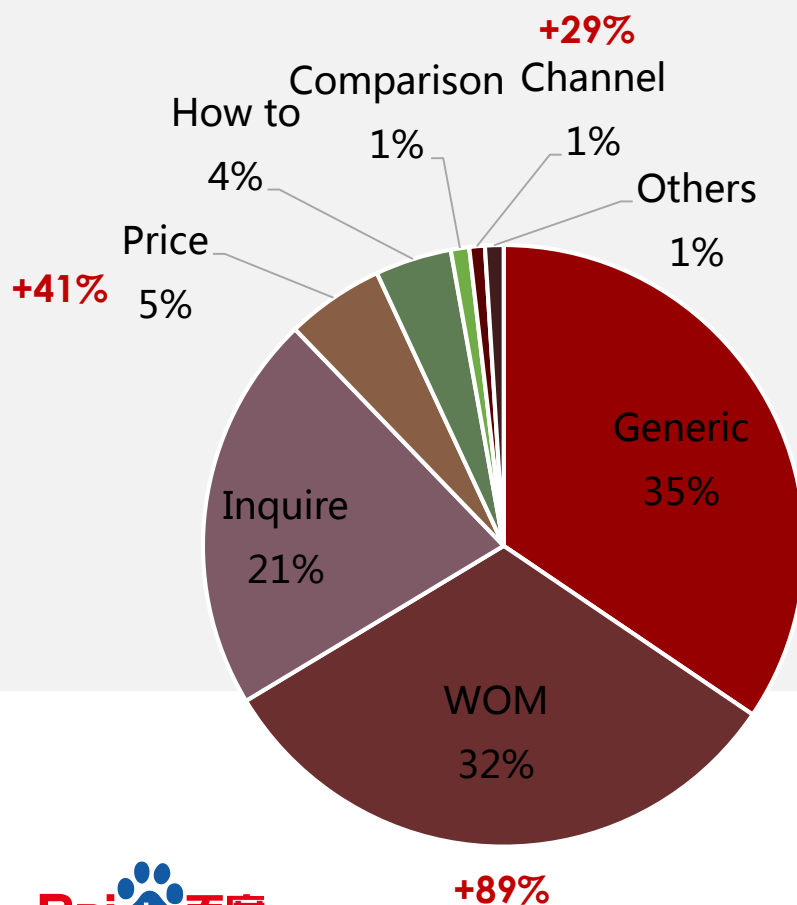
Data Source: Baidu PV, 2016.04-2017.03 vs. 2015.04-2016.03

Non-Brand Search Content Analysis

Most people were curious about **pheromones perfume**, **male fragrance** and **cologne**.

Perfume brand ranking and **others' recommendation** help consumers to get to know about the products.

Consumers need **further education** about this category.



Top10 Generic KWs

香水
Perfume
费洛蒙香水
Pheromones Perfume
男士香水
Male Perfume
古龙香水
Cologne
Perfume
Perfume

Top10 WOM KWs

香水品牌排行榜
Perfume Brand Ranking
香水排行榜
Perfume Ranking
男士香水品牌排行榜
Male Perfume Brand Ranking
女士香水排行榜
Female Perfume Ranking
香水品牌前十大排名
Top 10 Perfumer Brand

Top10 Inquire KWs

香水品牌
Perfume Brand
费洛蒙香水有用吗
Does pheromones perfume work?
费洛蒙香水有什么危害
The harm of pheromones perfume
法国香水品牌大全
French Perfume Brand List
香水品牌大全
Perfume Brand List

Fast Growing SKUs



Chanel N°5 L'EAU
香奈儿 五号之水

+++



Dior Absolute Blooming
迪奥小姐 漫舞花漾

+++



Bvlgari Pour Homme
宝格丽 大吉岭

+157%



Creed Silver Mountain
信仰 银色山泉

+155%



YSL Black Opium
圣罗兰 黑鸦片

+239%



Serge Lutens L'orpheline
芦丹氏 孤女

+223%



Miu Miu
缪缪 同名香水



Jo Malone Wild Bluebell
祖玛珑 蓝风铃

+73%

Niche Perfume Had a Tremendous Increase

1

Niche is the term coined to describe rare types of perfumes.

In the past years, there has been a tremendous increase in niche perfumery making way for exciting new names in the elite fragrance market.

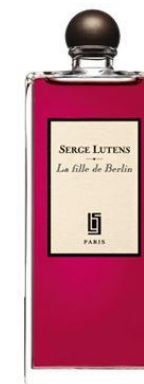
Niche perfumers have gotten bolder and daring in trying fresh fusions of fragrances, taking inspirations from events and experiences to inspire others.



Moonshot X78



Byredo +292%



Serge Lutens +140%



Lolita X12



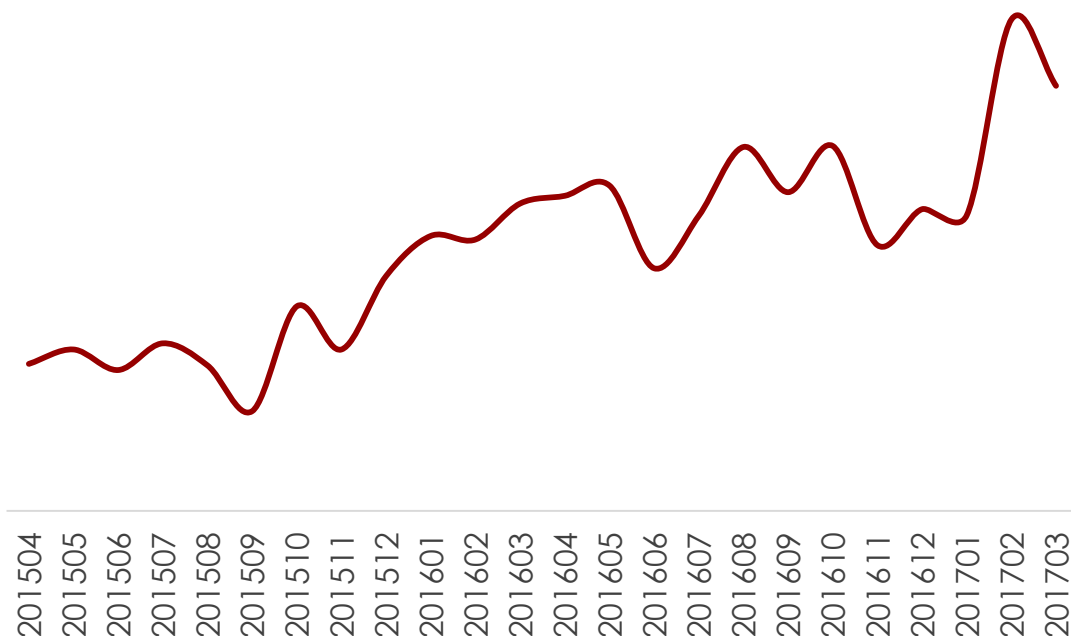
Diptyque +180%

The Art of Fragrance Combining

2

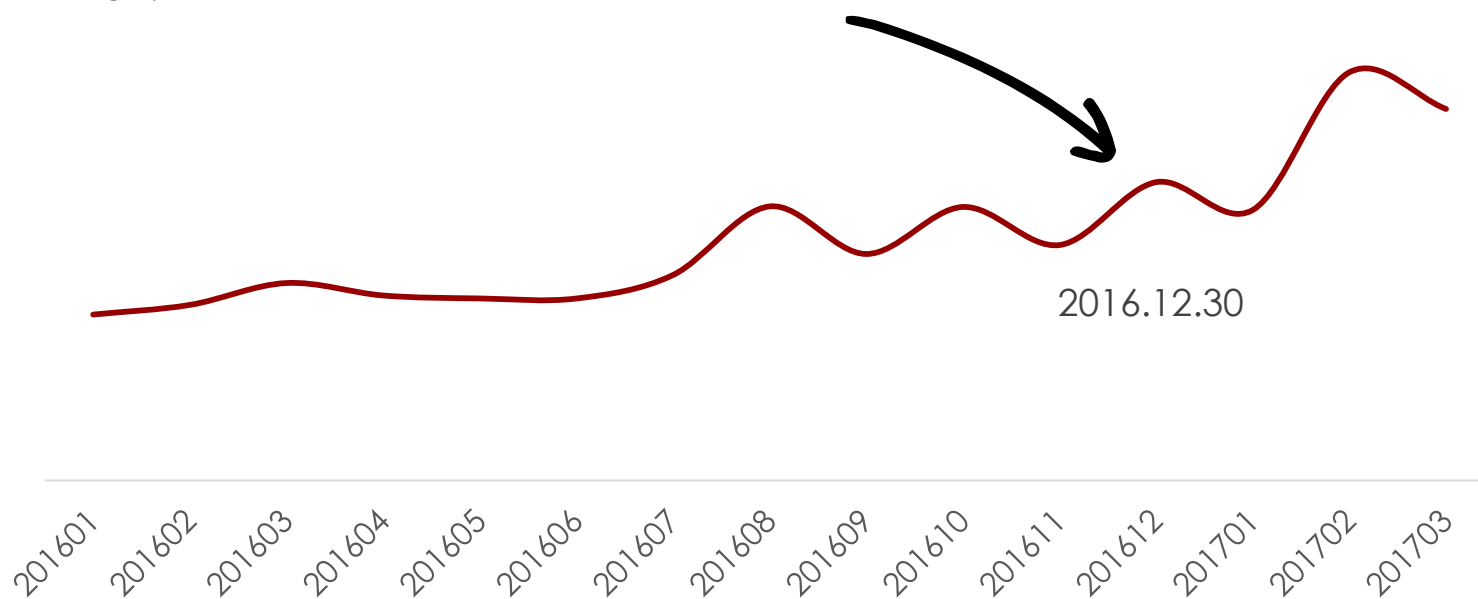


Fragrance combining, to tailor-made your own scent, and never need to worry about use the same perfume with others again. It will become a new trend and may be welcomed by the young generations because of strong personalities.



Celebrities Have Great Impact on Fragrance

Jo Malone got a great success **by sponsoring Faye's concert**, took full advantages of the influence of a super star. As the result, brand awareness increased rapidly and the search volume had a significant growth since then.



4

Favorite Scent



No.1 Jasmine 茉莉花 +132%



梔子花

No.3 Gardenia 梔子花 +78%



No.2 Orange 柑橘 +51%

Top 3 favorite scent were jasmine, orange, and gardenia. More and more consumers prefer fruity and floral scent.

Fragrance Witness The Moment of Love

5



Send perfume as a gift represents for what?

送香水代表什么意思

男人送女人香水代表什么

送香水的含义

女生送男生香水代表什么意思

送香水代表什么

男人送女人香水涵义

送女朋友香水代表什么



A good story telling can make a brand more attractive.



SUMMARY

Festivals . WOM . Niche . Fragrance Combining . Celebrity . Story Telling

The search volume of fragrance kept increasing, and it became a popular gift during Mother's Day and both Chinese and Western Valentine's Day.

Consumers searched a lot about brand related keywords, so to increase brand awareness is very important. Besides, they are highly rely on others' recommendations and brand rankings and need further education.

Nowadays, the young generations pursue unique, and emphasis on personalities, so niche perfumes catch more and more attentions. Also, fragrance combining may become a new way of fashion.

Celebrities have powerful impact on consumers' preference.

A good story telling can also bring brands added value, such as a romantic love story.



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Thank You !

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