



Artistic Perfumery in the Digital World: what we learned from online conversations and web searches

A research conducted by: **essencional:**  **develon**
digital

Silvio Levi – Essencional Founder and Director

Chiara Toniello – Essencional Project Management

Karen Marin – Essencional Advisor & Contributor

Marco Ricchetti – CEO of Blumine & Essencional Economic Advisor

Alice Rizzetto – Head of Strategy Develon Digital



essencional:

Promoting innovation and
high creativity in the
development of Niche
Perfumery and Cosmetics

Esxence Strategic Partner

April 2019: "Whispers about artistic perfumery"
Definition of Workshops for conference-hall and
Webinars

Essencional.com

April 2020: launch of [essencional.com](https://www.essencional.com)
Spreading knowledge about artistic perfumery:
Original Content
Reposting of news and articles

Study Center

Continuous monitoring, Surveys and analyses.

Essencional Staff

Silvio Levi – Founder and Director
Giulia Levi – Operation and Marketing
Chiara Toniello – Project Management

Essencional Advisor

Marco Ricchetti – CEO of Blumine
& Essencional Economic Advisor

Essencional Columnist

Karen Marin – Advisor & Contributor
Laurence Klove – Advisor & Contributor

Digital Partner

Alice Rizzetto – Head of Strategy
Develon Digital

Big numbers

In "Artistic Perfumery in the Digital World" we will compare mainly the collected data for period **April 2020/May 2021** mainly with those of the previous analyses "Whispers about Artistic Perfumery" (2018-2019) or with the following period when relevant.

186k

mentions about Artistic perfumery, relevant Artistic perfumery brands

#WEBLISTENING

In our web listening we have been analyzing almost 186k conversations based on **Italian and English Languages**.

United States has the highest share of conversations for an overall quota of 41%.

Italy, in comparison, is set to 12% of total amount.

55%

mentions only about Artistic perfumery in general (*without considering any brand*). In 2019 the percentage was 46%

#WEBLISTENING

The share of conversations referred to the general topic of artistic perfumery **amounts to 102K** (both Italian and English languages).

The most relevant subtopic refer to **gender** and **sustainability**, and **indie beauty**.

+5 mln

monthly searches about Artistic perfumery and all its connected topics and brands

#SEARCH

Among these searches, more than 3 millions refer to a famous artistic perfumery brand and its best-seller product.

The most searched product type, after the perfume itself, is the **aftershave** for men.



Perfume search

+5 million searches/month

To the generic searches in English on the category "Niche Fragrances" we have combined the searches that mentioned the most famous **brands** and products related to artistic perfumery.

2019 Analysis

(March 2018/February 2019, brands included)

3.627.670 monthly searches

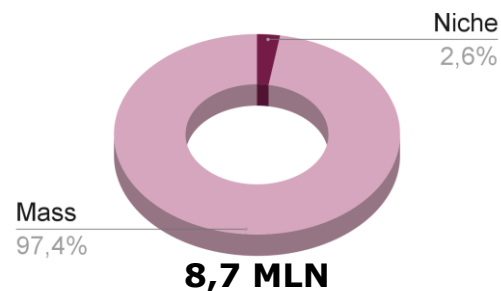
+38%

2021 Analysis

(April 2020/May 2021, brands included)

5.008.100 monthly searches

Analysis 2019



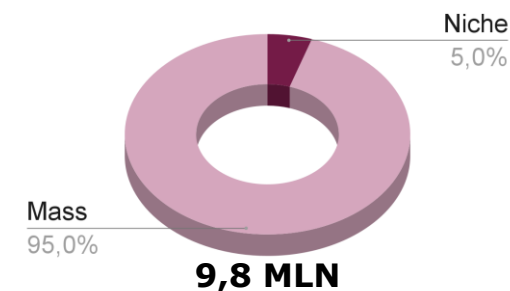
232k
searches on
NICHE

VS

+112%

493k
searches on
NICHE

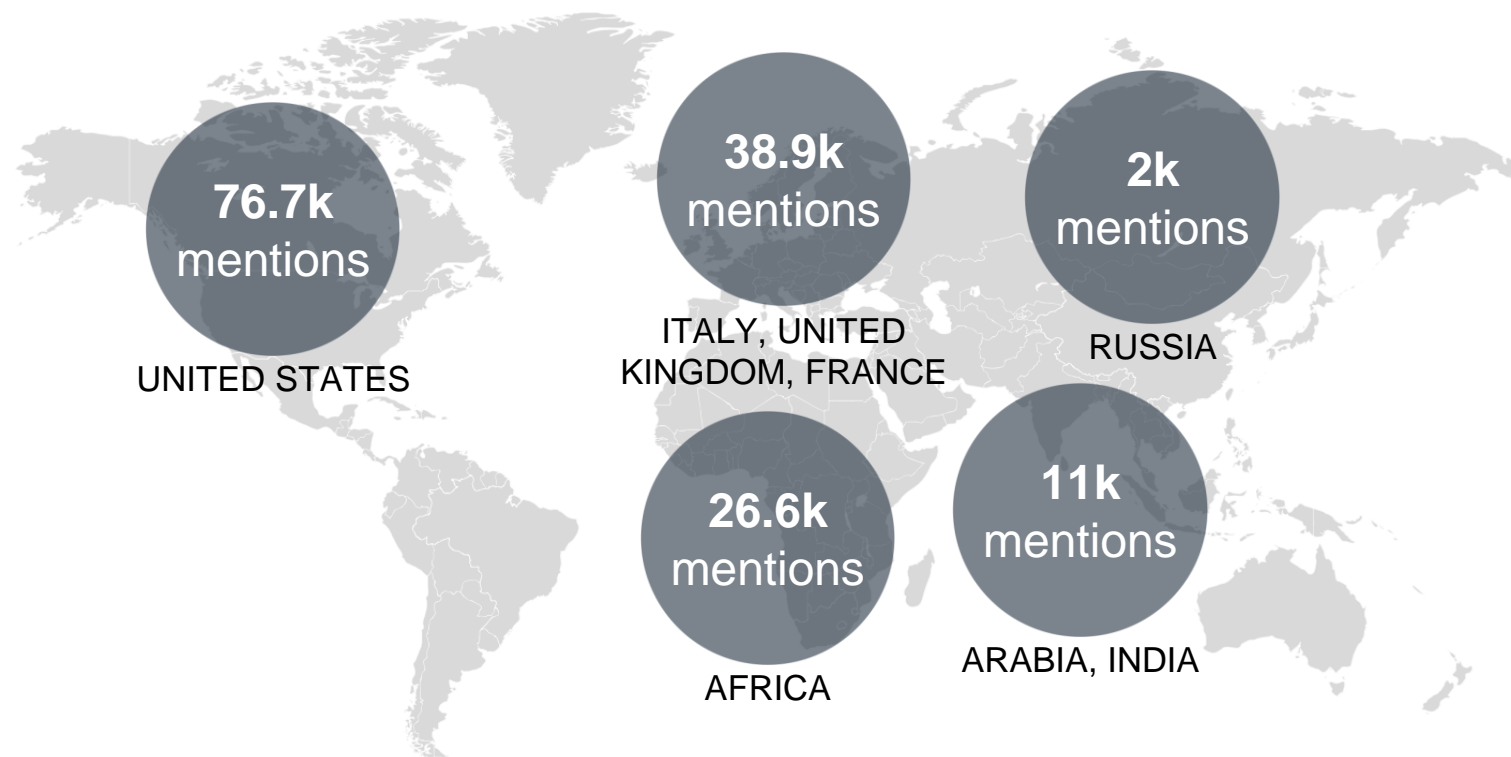
Analysis 2021



Countries and conversations

The map shows the countries with the **highest volumes of conversations about Artistic perfumery.**

The chart shows some countries with the **highest volumes of conversations** about Artistic perfumery **compared to the previous analysis.** For all these countries there is an increase in conversations.

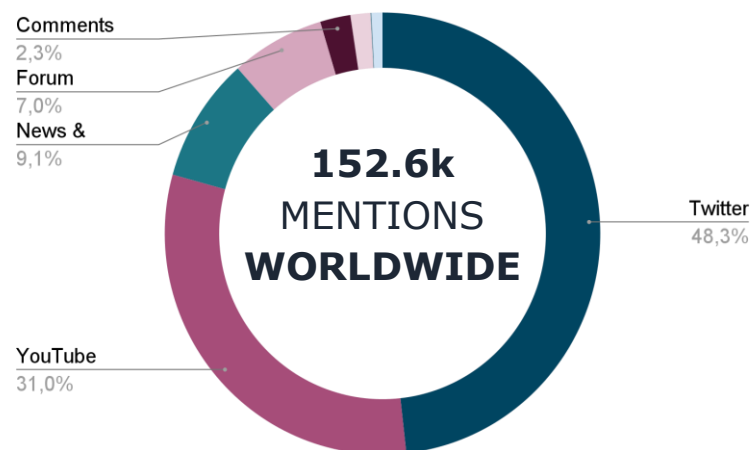


Country	Mentions "Whispers..."	Mentions 2020-21	Difference
United States	32702	76662	134%
Italy	10542	22196	111%
UK	3719	12965	249%
Nigeria	1410	21917	>1000%
Canada	693	3306	377%
France	3372	3723	10%
Russia	2329	3005	29%
India	597	1878	215%

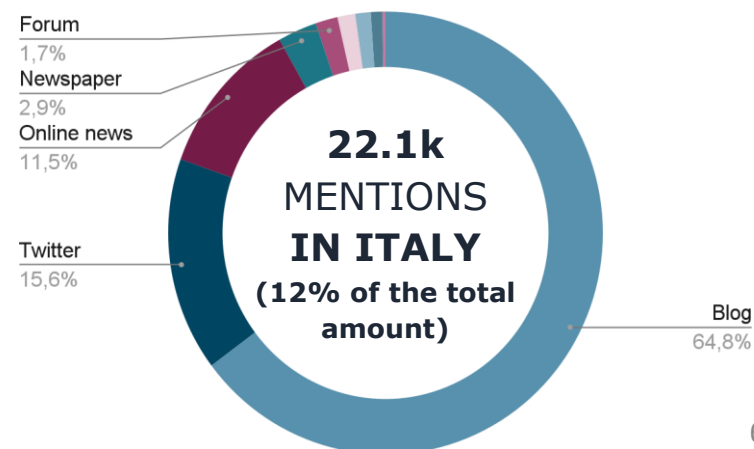
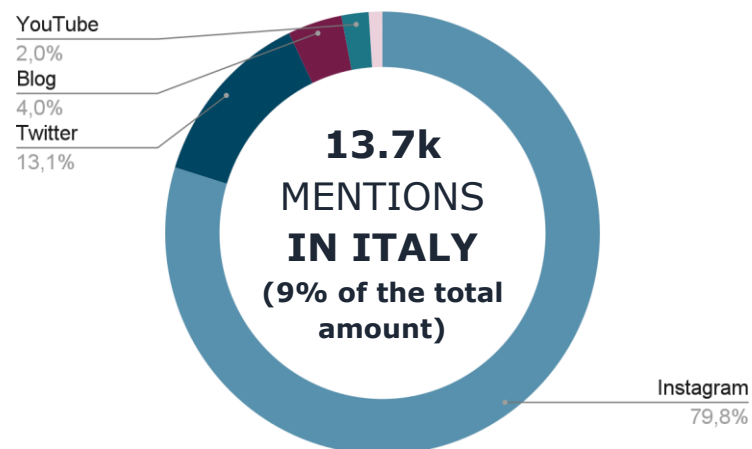
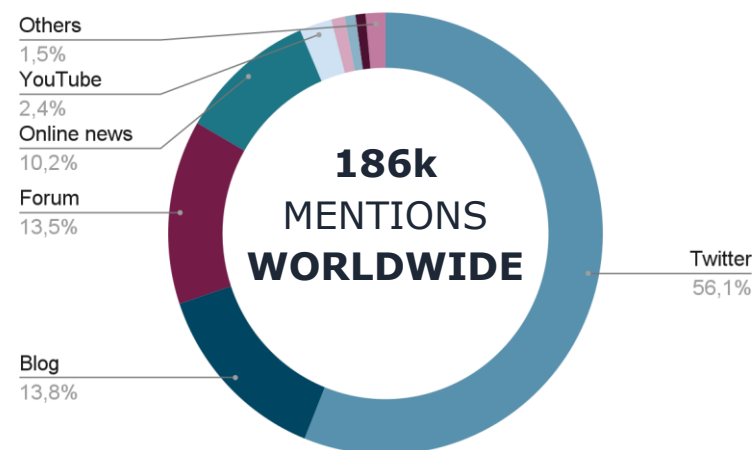
Digital channels



Analysis 2019



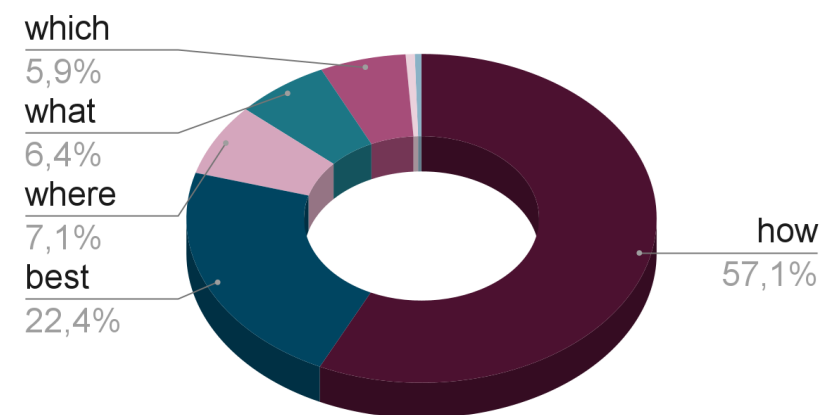
Analysis 2021



Questions

The most frequent questions

- Every month there are more than 221 thousand searches for users who ask for informations and reassurances on the web - **vs previous analysis is +170%.**
- This type of searches almost always lead to landing pages such as websites or blog with editorial and popular contents. This relevant growth means that it is more and more important to collect all these questions in order to develop a content strategy useful for the positioning of websites or blogs.
- The construction of the search syntax is very similar to a question in colloquial form rather than to the determination of a search query.
- **How, best** and **where** are still the most common used on searches.



4,42%*
221.130
SEARCH/MONTH



Questions and reassurances:

HOW, BEST, WHERE, WHAT, WHICH

#	Keywords	Vol. An. 2019	Vol. An. 2021	Difference
1	how to make perfume	12100	33100	174%
2	how long does perfume last	2900	8100	179%
3	how to apply cologne	3600	6600	83%
4	how to apply perfume	2400	4400	83%
5	how to make perfume from flowers	1300	4400	238%
6	how to put on cologne	2400	3600	50%
7	how to use perfume	1600	3600	125%
8	where to spray cologne	1600	3600	125%
9	which perfume is best for men	1000	3600	260%
10	how to make cologne	1300	2900	123%
11	how to make your own perfume	1600	2900	81%
12	how to make perfume from essential oils	1900	2900	53%
13	best mens niche fragrances	260	1900	631%
14	best niche fragrances for men	320	1900	494%
15	where to apply cologne	880	1900	116%
16	where to apply perfume	1000	1900	90%
17	perfumes which last all day	880	1900	116%
18	which perfume is best for womens	210	1900	805%
19	how to apply perfume men	480	1600	233%
20	how to wear cologne	1000	1600	60%
21	best brand cologne	1000	1600	60%
22	best brand fragrance	480	1600	233%
23	best niche fragrances	480	1600	233%
24	where to put perfume	880	1600	82%
25	how to use cologne	1000	1300	30%
26	best brand perfume	480	1300	171%

Searches show that users' interests are increasing in these past 3 years in mainly 3 fields:

+116% (47k monthly searches)

How to produce our own perfume and/or essential oils.

+563% (24k monthly searches)

Best niche fragrances, best perfumes for men/women, best natural perfumes.

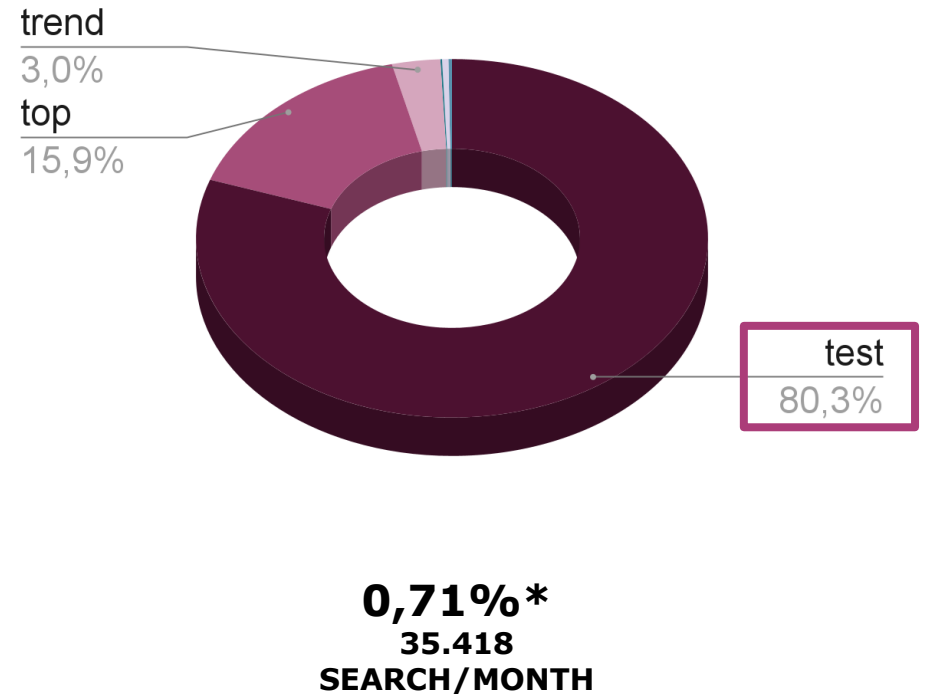
+113% (45k monthly searches)

Where to apply perfume/cologne, how to apply perfume.

Top, test, trend...

Perfume test and trends

- Even if it is a small percentage (0,71%) compared to the monthly average of searches, more and more users **(+127% vs 2019 Analysis)** want to know how to find their perfume making a test, how is the perfume **trend or forecast** or which are the top perfumes.
- 69% of the keywords related to "trend" and "top" also use a **year**, for example "fragrance trends 2020" or "best niche fragrances 2020".
- **Compared to the previous year, there is + 379% of searches concerning "test", because of the big increase of keyword "test perfume".**



Top, test, trend...

Test/quiz	Volume Analysis 2019	Volume Analysis 2020	Difference
perfume quiz	1300	2900	123%
fragrance quiz	480	880	83%
fragrance finder quiz	390	590	51%
test perfume	140	14800	>1000%
perfume finder quiz	170	590	247%
perfume questionnaire	110	140	27%
scent test	140	210	50%
signature scent quiz	170	720	324%
find your signature scent quiz	170	590	247%
perfume personality quiz	90	210	133%
what cologne should i wear quiz	110	170	55%
how to choose the right perfume quiz	110	110	0%
perfume personality test	70	90	29%

Average increase of

911% (28.840 monthly searches)

in the past 3 years for searches referred to perfume's test and quiz.

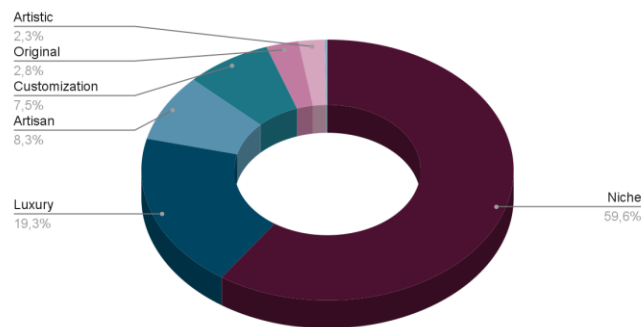
Average increase for "top" perfumes is 66%: consumers prefer to find their own fragrance instead of "following the mass market".



Name attribution

What are the most searched attributes WW*?

- Searches related to niche perfumes in general are increased by **33%** over the previous year.
- However, only 2,22% (on 111k searches per month) of searches for niche perfumes in general takes place on the basis of a value attribute or an expected benefit.
- This increasing number of searches confirms also this year that this concept is more and more **increasing awareness**.
- Almost 60% of cases this attribute still refers to the “**niche**” concept. “**Luxury**” is increased by **84%** over the previous year.

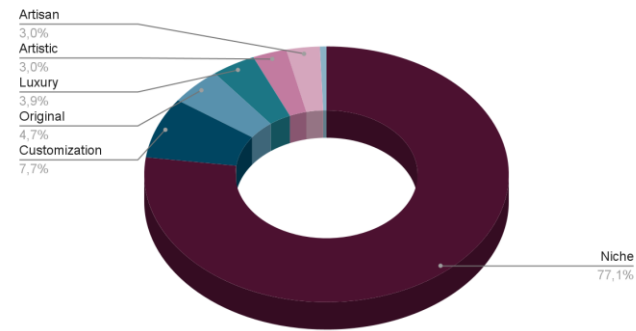


Worldwide*

2,22%

111.410 SEARCH/MONTH

VS



Italy

5,83%

18.840 SEARCH/MONTH ON 323.130 TOTAL IT AMOUNT

TikTok&Instagram Hashtags

#profumeriaartistica
#profumeriadinicchia
#profumidinicchia
#artisticperfumery
#luxuryperfume
#luxuryperfumes
#luxuryparfum
#luxuryfragrance
#luxuryfragrances
#nicheperfume
#nicheperfumes
#nichefragrance
#nichefragrances
#nicheperfumery
#nicheparfum
#parfumdeniche



Brand

There's a *brand* that, year by year, is searched the most and recognized as the niche perfume brand par excellence.

However, other minor brands are gaining ground.

Typologies

The term perfume can be referred to the entire product category and at the same time to a type of product (cologne, eau de toilette, etc.).

The most searched product typologies are still perfume, cologne, aftershave and soap. Those kind of products are belonging to the male universe.

Compared to the previous analysis, **"perfume" searches are significantly increased** (+43,24%) 562K monthly/searches.

"Aftershave" has decreased, **"cologne" 226K monthly/searches, "soap" and "shower gel" have grown.**



Perfume gender

Labels influence what we buy, lately beauty industry is trying to reduce the use of labels to be more inclusive.

"For men" or "for women" are still the most searched labels but in the next future it will be the same?



+125k

monthly searches referred to

the GENDER TOPIC

Worldwide English language-keyword, registered on the past 14 months (man, woman, unisex, baby).

31.2k

online mentions referred to

the GENDER TOPIC

Worldwide English language-keyword, registered on the past 14 months (man, woman, unisex, baby).

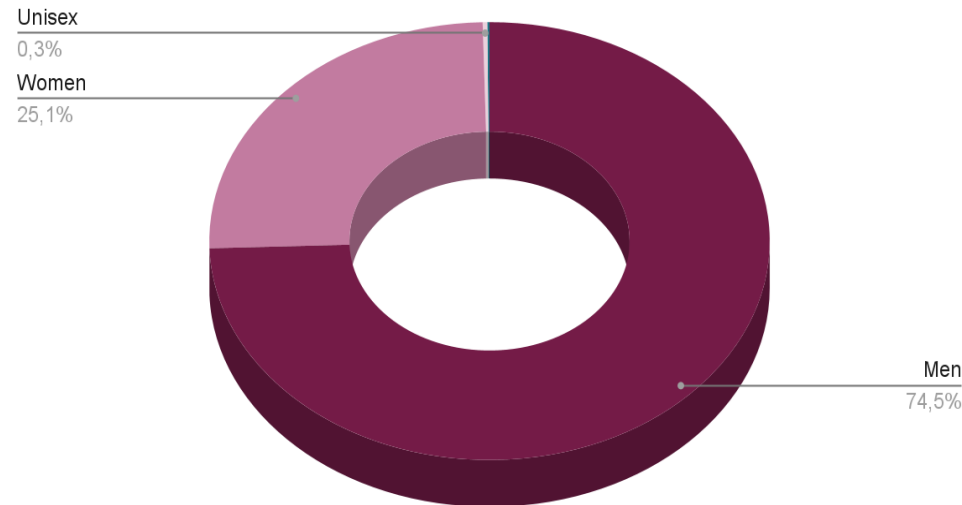
+37,5%

Year on Year

+24,8%

Year on Year

Gender on Artistic Perfumery



2,5%
on the total amount of searches, are about perfume gender
125.390
SEARCH/MONTH

+340%

increase of monthly searches on the term **unisex**

2019: less than 100 searches per month about unisex perfumes

2021: 330 searches per month about unisex perfumes

-5%

decrease of monthly searches on the term **man**

Man is confirmed with almost 75% as the protagonist of the searches.

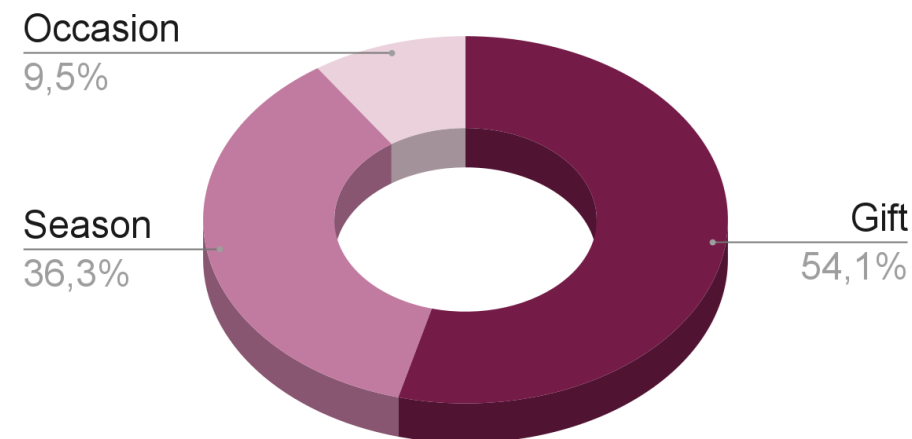
+67%

increase of monthly searches on the term **woman**

Use Typologies

What are the perfume type of use?

- Searches related to usage opportunities have more than halved in the last 14 months **(-30%)** probably due to Covid restrictions that have impacted on social life.
- More than 50% of these searches are about a **gift** ("brand gift set, "brand 2 gift set") then occasion ("wedding", "festivity", "date night") and season ("best niche summer fragrances").
- Gift has also a relevant part on searches, especially **sets** and for **men** (+17% vs previous year) probably to compensate for the physical presence.
- **Season searches have decreased a lot (-71%) but the favourite one is still summer.**

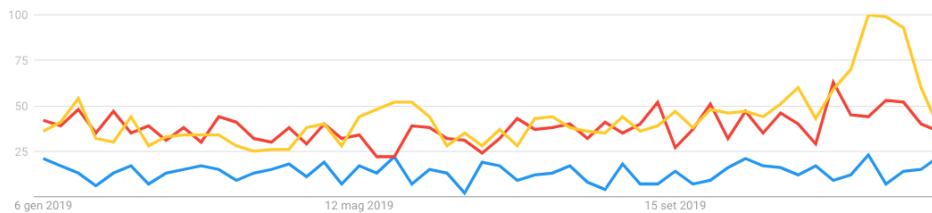


Searches trends on home perfumes and products

Google Trends shows a very positive and constant trend for "home candle" and "home perfume", especially on the last 12 months and a peak during the lockdown between February and May for "home essence". "Home diffuser" is less searched but still very important on the same periods.

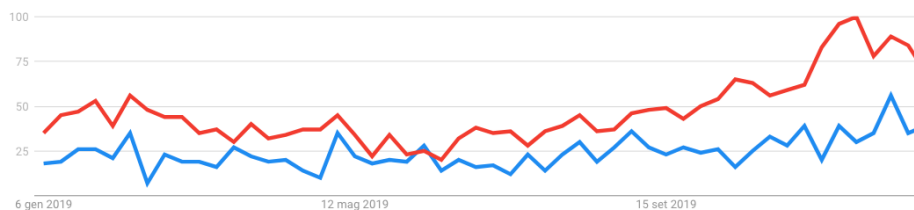
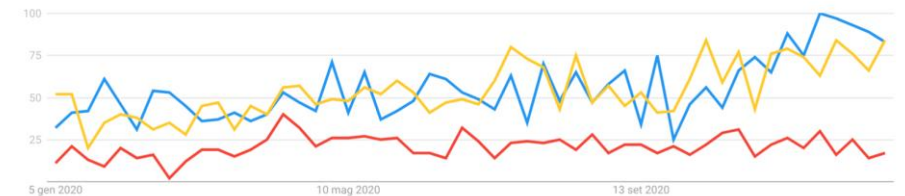


Worldwide - 2019

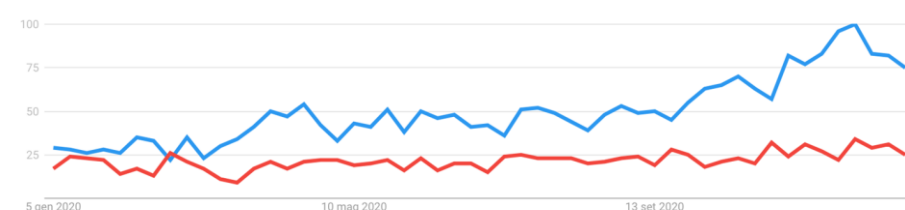


● Keyword **"home essence"** ● Keyword **"home fragrance"** ● Keyword **"home perfume"**

Worldwide - 2020



● Keyword **"home diffuser"** ● Keyword **"home candles"**



Eco-sustainability & Green Trend

+30k

monthly **searches** referred to the ECO-SUSTAINABILITY TOPIC

Worldwide English language-keyword, registered on the past 14 months.

+3,45% Year on Year

14.2k

online **mentions** referred to the ECO-SUSTAINABILITY TOPIC

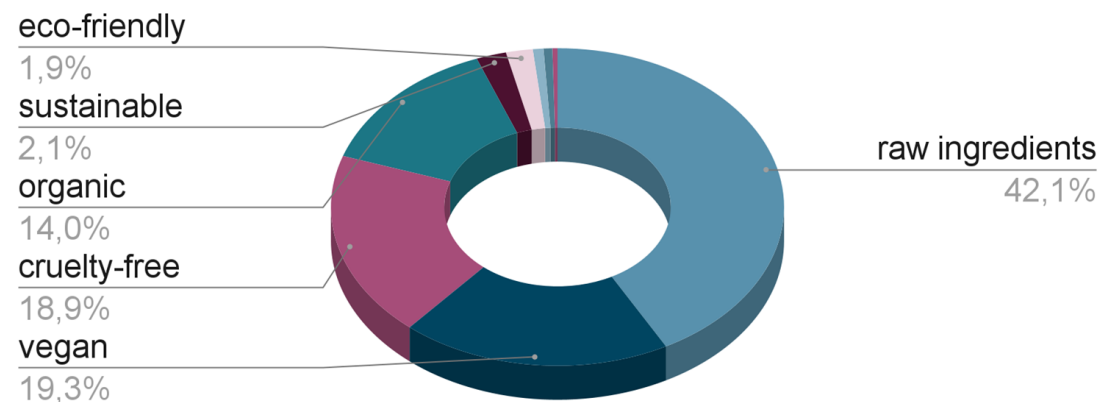
Worldwide English language-keyword, registered on the past 14 months.

+222% Year on Year

0,61%

30.320
SEARCH/MONTH ABOUT GREEN TREND

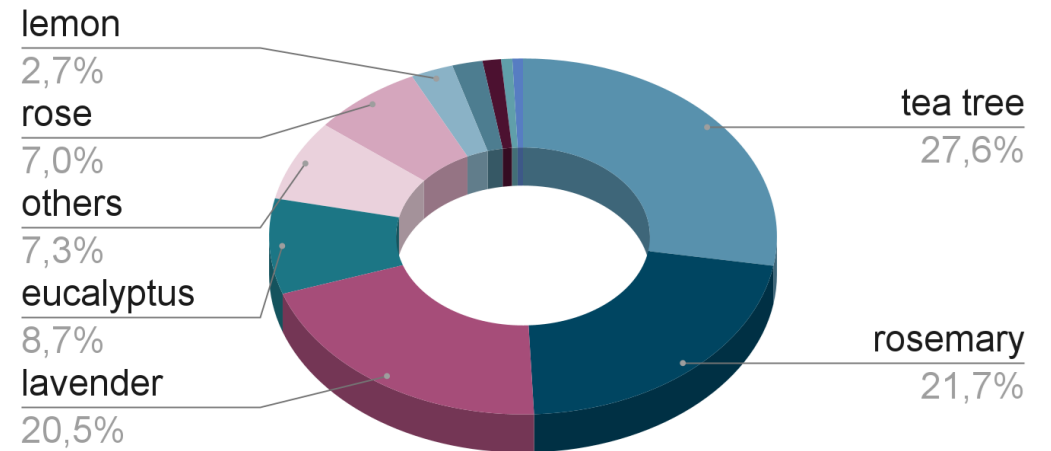
Vegan, cruelty-free, sustainable and organic are the most associated keywords to the perfumery world.



Most searched essential oils

What is the aromatherapy' scent?

- **Almost 11 out of 100 searches** on aromatherapy' topic are about **specific essential oils**.
- **Tea tree oil** is the most searched thanks to its multiple properties. **Rosemary** and **lavender** take the other places on the podium.
- Lavender is searched for hair, skin, to sleep and to relief anxiety. Rosemary for hair growth and alopecia, for skin - especially face - and to prevent acne.
- **25 out of 100 searches** on aromatherapy topic are related to the **diffuser** (for example "essential oil diffuser" or "aromatherapy diffuser") that release the essential oils.



10,7%
ON 4.349.920 SEARCH/MONTH
ABOUT AROMATHERAPY

Indie Beauty

+20.6K

monthly searches referred to

the INDIE BEAUTY TOPIC

**Last year the searches were
17.7k**

Worldwide English language-keyword,
registered on the past 14 months.

12.4k

online mentions referred to

the INDIE BEAUTY TOPIC

**Last year the mentions were
4.1k**

Worldwide English language-keyword,
registered on the past 14 months.

+16,38%

Year on Year

+202%

Year on Year



Perfumery School

We found a keyset with more than 30 keywords referred to the topic. The chart shows the 15 searches with the highest volumes.

Keywords with “**courses**” represent the **55%** of this total topic.

Keywords with “**school**” represent **31%** of this total topic.

Online courses or school are increased in the last 14 months:

- perfumery courses online **+330**
monthly searches
- perfumery school online **+80**
monthly searches
- free online perfumery course **+120**
monthly searches

KEYWORD	April 2019-March 2020	April 2020-May 2021
perfumery courses	2400	2900
perfumery school	880	1300
perfume making course	880	880
perfumery courses online	390	720
givaudan perfumery school	320	480
best perfumery schools in the world	70	210
perfumery school online	90	170
perfumery courses in india	90	170
perfumery school usa	90	140
free online perfumery course	20	140
isipca perfumery school	90	70
perfumery courses uk	90	110
perfumery courses in mumbai	40	70
iff perfumery school	70	40
mane perfumery school	30	40

Taking into consideration the timeframe between April 2020 and May 2021, there's a peak of conversations on the topic in September 2020, in the months following this peak the conversations have decreased. There's another peak of mentions in January 2021.



Anosmia: trends worldwide (EN)

Below are the search trends for “anosmia” in the last 5 years worldwide.



What emerged by analyzing the historical trend of the last 5 years of the previous searches is that there is a very relevant peak between February and March 2020 because it was reported that one Covid symptom is anosmia, but **smell loss is preferred in searches over the technical term anosmia.**

The volumes per month are grown by
+304%
in the last 14 months.

Keyword (EN)	Searches 2019	Searches 2020	Difference
anosmia	135.000	450.000	233%
loss of taste and smell	22.200	135.000	508%
smell loss	14.800	90.500	511%
loss of sense of smell	14.800	27.100	83%
lost sense of smell and taste	5.400	9.900	83%
anosmia meaning	4.400	18.100	311%
no sense of smell	3.600	6.600	83%
anosmia causes	1	6.600	>1000%
anosmia treatment	1	2.400	>1000%
loss of smell causes	1.600	14.800	825%
congenital anosmia	1.000	1.300	30%
anosmia cure	1.000	1.900	90%



FORECAST

What should we expect
in the next months about the
world of
Artistic Perfumery?

Test + Covid restriction = innovation

Average increase of 911% in the past 3 years for searches referred to perfume's test and quiz.

The increasing need for testing fragrances in order to find the personal one, matched with the new rules about social distance, is going to force professionals to find new ways to allow customers to try different products.

DIY and HOW TO

Almost 100k monthly searches about this topic (where to apply perfume, how to make perfume)

It's necessary, for brands and retailers, to find the best way to support this DIY trend, without losing their reputation and gains and at the same time supporting customers in their interest in knowing the production process and on making their own products (*essential oils, perfume, etc*).

Hungry for knowledge

Mentions about perfumery schools and courses are increasing of 100% year on year.

Thanks to these data we know that interest in - more or less - professional courses on artistic perfumery is increasing: people are curious about this niche, so educational/training institutions have to find the way to respond to it.