

Puig and Tmall join forces to enlighten – and delight – China’s new fragrance consumers

- **Puig partners with Tmall to launch Scent Visualizer on the Chinese ecommerce platform.**
 - **Innovation will enable Chinese online shoppers to discover new perfumes, as China’s fragrance market set to grow.**
-

Barcelona, February 14, 2023

While currently in China just 5% of the population wears fragrance (BCG 2022 Report), Tmall has identified perfume as a strategic growth opportunity, particularly the distinctive category of niche fragrances. The platform enables everyone to browse, compare and choose fragrances from a constantly updated library which currently includes some 21,500 scents (WikiParfum).

From 2015 through 2020, the Chinese fragrance market maintained a compound annual growth rate of nearly 15%. Over the next five years, market growth is expected to surpass 22%, three times the rate of the global fragrance market (Kantar & Eternal Fragrance Report 2021).

Educating consumers is key to future success, which is why Tmall and Puig are introducing China’s shoppers to the vast and fascinating world of perfume.

Tmall has launched the Scent Visualizer, an innovative digital technology developed by Puig, which enables even fragrance newcomers to discover, recognize and visualize the scents of perfumes. The Scent Visualizer displays the main olfactive ingredients in a perfume which allows the user to picture, literally, how the perfume smells. It is powered by a visual library of more than 1,400 unique ingredients and a database of 21,500 perfumes (WikiParfum).

25 renowned international brands have participated in a Scent Visualizer pilot on Tmall over a seven-week period, which delivered promising results: just by adding a simple picture for each perfume, brands’ online gross merchandize volume (GMV) increased by 5% on average. Both conversion rate and average transaction value (ATV) were improved, as consumers made purchase decisions more quickly when they could “read” the scent and were willing to pay more to appreciate the precious ingredients when those were displayed in a clear and coherent way across brands they like.

The Scent Visualizer is a collaboration with Fragrances of the World, the most extensive and complete source of information supplied by perfume brands to the industry.

In the near future, Tmall plans to launch the Fragrance Finder, a tool powered by the Scent Visualizer that generates personalized recommendations for specific perfume brands and products, based on users’ preferences in terms of ingredients, perfumers, or even mood.

“We are happy to share our expertise and digital ecosystem of technologies to introduce more shoppers to the pleasures of fragrance. We have specially adapted the fragrance descriptions and visualizations to the Chinese consumer, by working hand in hand with Tmall, which has a very impressive consumer-centric and perfume expert team. We expect this first phase to be the beginning of a long-term collaboration which will elevate the fragrance category for China’s fragrance’ lovers,” declares Camila Tomas, Puig Global Innovation & New Technologies VP.

Bao Ling, Fragrance Category Director from Tmall comments: “As China’s fragrance market continues to grow, there is tremendous interest from Chinese consumers in finding out about new fragrances, as well as buying their favorite scents. We are excited by the results of this initial Scent Visualizer pilot, in partnership with Puig and look forward to seeing further growth in this category.”

About Tmall

Launched in 2008, Tmall caters to consumers’ ever-growing demand for high-quality products and premium shopping experience. It serves as a platform for consumers in China and overseas to buy both homegrown and international branded products as well as products not available in traditional retail outlets.

A large number of international and Chinese brands and retailers have established storefronts on Tmall. In the 12 months ended March 31, 2022, Tmall was the largest third-party online and mobile commerce platform for brands and retailers in the world in terms of GMV, according to Analysys.

Tmall is a business of Alibaba Group.

About Puig

Puig creates unique and highly desirable beauty and fashion brands that empower people to reinforce their self-esteem and find their own expression, in a family company that aims to leave a better world for the next generation.

Since 1914, our company’s entrepreneurial spirit, creativity and passion for innovation have made Puig a challenger in the beauty and fashion world. Present in fashion and in the three prestige beauty categories (fragrances, makeup and dermo-cosmetics) our brand portfolio generates engagement through great storytelling that connects with people’s emotions.

At Puig we honor the values and principles put in place by three generations of family leadership. Today we continue to build on that legacy, through conscious commitments in our ESG Agenda (environmental, social and governance) aligned with the UN Sustainable Development Goals.

Our brand portfolio is structured in three divisions: Beauty and Fashion, with the owned brands Carolina Herrera, Paco Rabanne, Jean Paul Gaultier, Dries Van Noten, Nina Ricci, Byredo, Penhaligon’s, L’Artisan Parfumeur, Kama Ayurveda and Loto del Sur; the licenses of Christian Louboutin and Comme des Garçons Parfums and Lifestyle fragrances, among them Antonio Banderas, Adolfo Dominguez, and Benetton. The Charlotte Tilbury division, which includes the luxury makeup brand. And the Derma division, with Uriage, Apivita and the joint venture in Isdin.

In 2021 Puig recorded sales of €2,585 million. Puig sells its products in more than 150 countries and has offices in 29 of them.

<https://www.puig.com/en>

https://www.instagram.com/puig_official

<https://www.linkedin.com/company/puig>

More information:

Emmanuelle Durand

Global Corporate Communications Director – Puig

T. +33 1 71 70 45 74

M. +33 6 12 10 23 56

emmanuelle.durand@puig.fr

Miriam Forte

International Corporate Affairs – Alibaba

m.forte@alibaba-inc.com