



Scent and Taste Insights

## ELEVATED AND ACCESSIBLE PRODUCTS

The cost of living has made consumers reevaluate their shopping habits. Shoppers across various budgets seek quality and value. Private label brands and dupes are thriving as brands compete to capture consumers' attention and make products more easily attainable. Businesses are also looking for high-quality products and value including flavor and fragrance ingredients.



[Bedoukian](#) specializes in high-impact ingredients fragrances and flavors, several of which are [sustainable](#).

High-impact products from [Bedoukian](#) enable customers to optimize their formulas, do more with less, and achieve superior results at an affordable cost-in-use -- ultimately giving consumers access to high-quality consumer packaged goods for less.



## THE RISE OF PRIVATE LABELS

Consumers are feeling the financial pinch on everyday items such as food, beverages, and beauty products. The Food Industry Association (FMI) surveyed over 2,000 primary grocery shoppers in the U.S. and found that 91% are concerned with rising prices and have changed their shopping habits accordingly. "Shoppers are increasingly prioritizing getting good value, which involves focusing more on quality and optimizing purchases for personal enjoyment, convenience, and waste-reduction at home," states Leslie G.

Sarasin, president and chief executive officer of FMI.

Consumers have been purchasing private label consumer packaged goods.

Sales of store brands increased \$10.1 billion to a record \$236.3 billion in 2023, according to the Private Label Manufacturers Association (PLMA). "One of every five food or nonfood grocery products sold across the United States carries the retailer's name or own brand," according to PLMA president Peggy Davies. Several categories experienced store brand dollar sales growth - general food increased by 10%, beverages up 8.9%, beauty rose 10.5%, and home care grew 8.7%.

According to data from Circana, total dollar sales of private label beauty reached \$3.9 billion in 2023, a 10.4% increase. For the first quarter of 2024, private label beauty and personal care product sales increased by 7.9%. Women's fragrances saw a 29% increase, totaling \$50 million in sales. "Sales figures prove retailers are committed to beauty, cosmetics, and personal care store brands by offering high-quality, innovative products at accessible price points," says Anthony Aloia, corporate vp of PLMA.

## STORE BRANDS KEEP GROWING

Aware of the competition and to engage consumers, store brands have upgraded their offerings. According to a Flashfood survey of U.S. consumers, about half of Americans (48%) are buying store brand products over the name brand. Private label brands are now competitive including products, flavor profiles, and quality. Stores such as Walmart and CVS have been launching new store brands. For example, Walmart debuted Bettergoods, its new private label brand with 300 items spanning 50 categories within three distinct category pillars: Culinary Experiences, Plant-based, and "Made Without." CVS released Well Market, a new store brand of consumables featuring 40 new snacks, beverages, and groceries.



Pets are also family members and to address pet parents, Kroger expanded its private label pet food line and introduced new Abound pet food products in redesigned packaging. Abound "is a premium pet food at an everyday low price."

### **[BRI 818-SUS TERRASOL™ FCC](#)**

Composed of 100% renewable carbon elements, [BRI 818-SUS TERRASOL™ FCC](#) is versatile for fragrance and flavor formulations and is extremely powerful - enabling customers to make a difference in their formulations with just a few drops and at a low cost-in-use.

For fragrance applications, [BRI 818-SUS TERRASOL™ FCC](#) imparts an extremely powerful and earthy ambergris odor with a patchouli top note. This diffusive and impactful ingredient offers an ambery character with undertones of patchouli and oakmoss.



On the flavor side, [BRI 818-SUS](#) [TERRASOL™ FCC](#)'s flavor is characteristic of fresh clean dirt, with earthy root vegetable notes of beets, carrots, mushrooms, and potatoes. It enhances woody notes associated with spices like cinnamon and even adds depth to cola flavors and fresh-squeezed notes to lemon and lime flavors.

## SEEKING LUXURY WITHIN REACH

The state of the economy does not stop consumers from wanting scented products including fragrance, personal care, and home fragrance. Retailers are developing more premium offerings that appeal to cost-conscious customers.



Dupes, the latest term for knockoffs, are now mainstream and accepted. Marshal Cohen of Circana states “Dupes are no longer taboo; it’s now cool to be able to say you found a high-end look-alike at a lower price or a hard-to-find item without the hassle.”

“Dupe culture is shifting from novelty to necessity for many, and as more consumers are forced to get thrifty and seek out more affordable products,” according to Clare Varga, director of beauty at WGSN. Google searches for the term “dupe” were up by 40% year-on-year last June. Furthermore, UK brand Dupeshop, an affordable beauty retailer that tests beauty dupes against high-end products for their quality, performance, and ingredients, reported a 200% spike in worldwide sales. According to Anna Mayo, NIQ’s vice president for beauty vertical, dupes grow the entire category rather than shift sales. NIQ’s Omnishopper Panel revealed that “Duper” brands - the affordable brands being used as alternatives - and the “duped” brands - the higher priced brands that tend to attract imitators - are both seeing dollar and buyer growth.

## THE INCREASING POPULARITY OF FRAGRANCE DUPES



Thanks to social media, particularly TikTok, “loud budgeting” is the latest trend within #MoneyTok. In fragrance, this translates to “bagging a dupe that smells just like a luxury designer scent but for a fraction of the price.”

Fragrance dupes are appearing in all distribution channels. For example, Zara’s Red Temptation is inspired by Maison Francis Kurkdjian’s Baccarat Rouge fragrance. Fine’ry (a portmanteau of fine fragrance and perfumery) is a

Target-exclusive brand created by Maesa. The brand does not use “dupes” to describe its products. However, TikTok users often compare the brand to high-end fine fragrances and view them as dupes. Sol de Janeiro is a hot brand known for its fruity Brazilian Bum Bum Cream and Hair & Body Fragrance Mists. The fragrances are all the rage on social media.

Axe, known for its men’s body sprays, created a campaign based on a blind smell test between its Black Vanilla fragrance and the prestigious Tom Ford Tobacco Vanille scent, with four esteemed basketball players. In the experiment, the majority (3-1) voted in favor of Axe. In personal care, Santal Bloom by Saltair is compared to Le Labo Santal 33 for its body wash, shampoo, and conditioner.

Dupes are also common in home fragrance. For example, Aldi, the German-based discount grocery store, receives a lot of press for its home fragrance and candle dupes of brands such as Tom Ford and Jo Malone. Slatkin + Co partnered with Dollar General on Club92, an exclusive line of affordable scented candles, wax melts, and reed diffusers. In addition to the branding and packaging, Harry Slatkin recognizes that “the quality of the burn and pricing is what gets [consumers] to come back.”

### **[BRI 801-SUS NOOTKATONE \(CRYSTALS 98+%\)](#)**

Made of 100% renewable carbon components, [BRI 801-SUS NOOTKATONE \(CRYSTALS 98+%\)](#) is a multipurpose ingredient for fragrance and flavor formulas.

On the fragrance side, [BRI 801-SUS NOOTKATONE \(CRYSTALS 98+%\)](#) highlights a bright, characteristically grapefruit odor. It imparts a fresh, green, grapefruit character to citrus formulations. With its woody, slightly herbal, and fruity aspects, it enhances a broad range of fragrances.



For flavors, [BRI 801-SUS NOOTKATONE \(CRYSTALS 98+%\)](#) adds bitterness

associated with grapefruit and boosts bitter accords in other citrus flavors.



## HIGH-QUALITY AND INNOVATIVE PRODUCTS ARE KEY

Consumers' demand for quality, value, and innovative products is not waning. Whether you create products for multinational, store, private label, or indie brands, [Bedoukian's](#) high-impact aroma and flavor molecules are versatile and excellent for food, beverage, beauty and household products. Let Bedoukian's high-quality and high-impact ingredients add value to your fragrance and flavor formulas. Browse our [i-catalogs](#) for ingredient options or [contact us](#) for more information about any of our products. A little goes a long way.

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## DOWNUNDER FLAVOR

In our last newsletter, we asked “What was the bold flavor based on an unusual popular food in one specific area of the world that Cadbury infused into its caramel in one of its chocolate bars?” As a multinational brand, Cadbury searches the globe for its next great flavor. In 2015, Cadbury looked to Australia to create the Cadbury Dairy Milk with the down-under favorite of Vegemite infused into the caramel center. Vegemite is a thick, dark brown spread made from leftover brewers' yeast extract with vegetables and spices. It has a distinct and polarizing flavor. People either love it or hate it. The Vegemite candy bar from Cadbury was only available for a limited time and increased brand engagement.

We received many answers to this question but only two correct submissions.

In this newsletter, we focused on product value and accessibility, so this quiz asks the question. “What phrase was attributed to Howard Fielding and Frederick R. Barton?”



To qualify for a prize, please email your response to [marketing@Bedoukian.com](mailto:marketing@Bedoukian.com)

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## FUN FACT



The term “budget” was first used in a financial sense in 1733. It was used satirically in “The Budget Opened” pamphlet that attacked the British government official responsible for financial affairs.

Despite its root in satire, people quickly adopted the term "budget" to describe a spending plan. By the 1880s the term was also being used as a verb as in "to budget".

In the early 1960's “budget” had become synonymous for “inexpensive.” This sometimes meant low-cost and sometimes it had a negative connotation such as poorly made.

As you work through your departmental budget for next year, see if your accounting team is familiar with how the term "budget" came to be.

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For any questions about [Bedoukian's products](#) or to request samples, please contact us at 203-830-4000 or send us an [email](#). We look forward to hearing from you!

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