

# Fragrance ecommerce isn't quite coming up roses

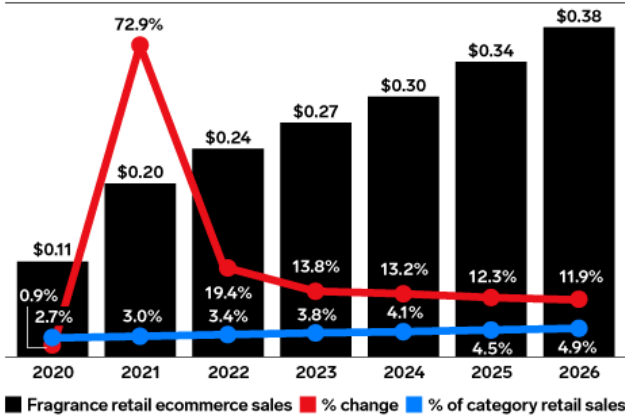
Article

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Fragrances will see about **\$240 million** in US ecommerce sales this year, following a massive **72.9%** growth rate in 2021, when consumers returned to social activities but stuck with their pandemic-induced habit of shopping online.

**Beyond the chart:** For many consumers, however, shopping for scents online just doesn't make sense. Fragrances account for just a whiff of cosmetics and beauty ecommerce, making up **1.3%** of the broader category's **\$18.60 billion** in online sales this year. Within the fragrance market itself, ecommerce penetration will linger **below 5%** through 2026, even as online sales increase as a proportion of the industry's **\$7 billion** in retail sales.

**US Fragrance Retail Ecommerce Sales, 2020-2026**  
billions, % change, and % of category retail sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales  
Source: eMarketer, Feb 2022

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