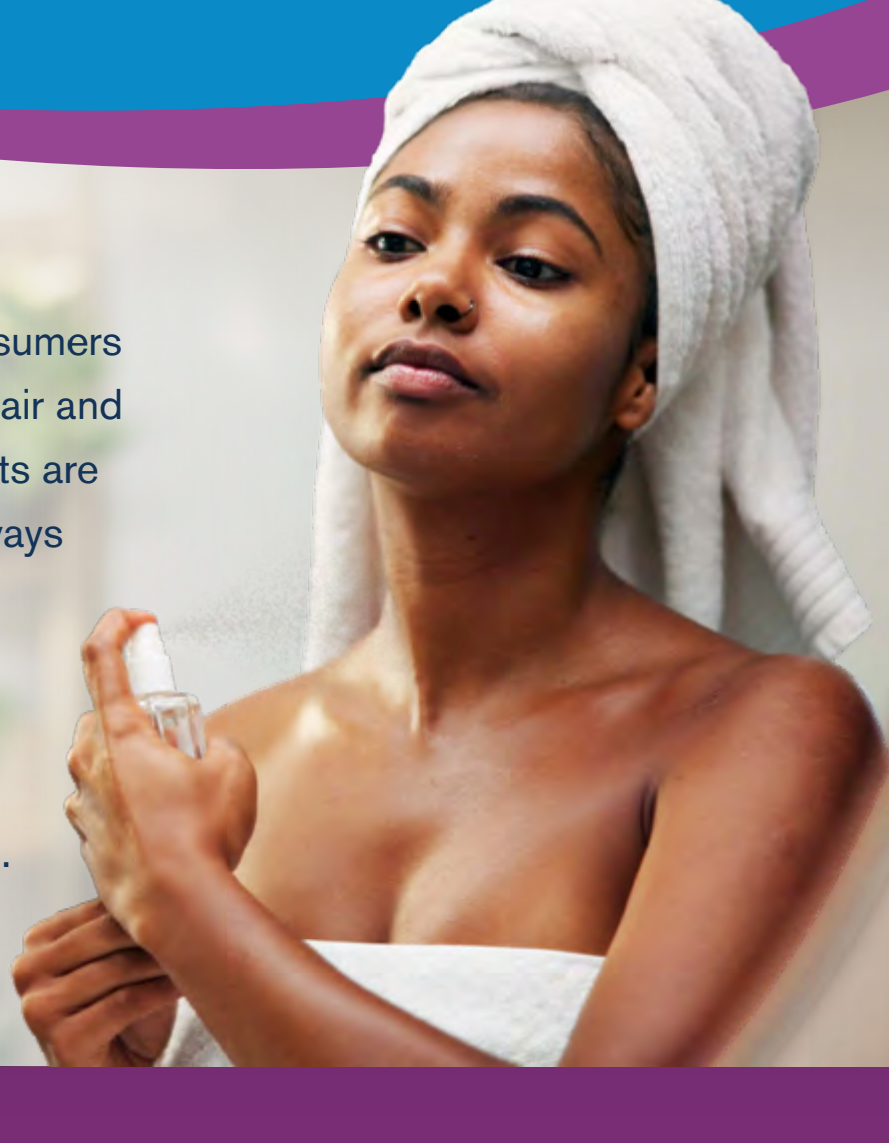


Hair and Body Fragrance, Reimagined

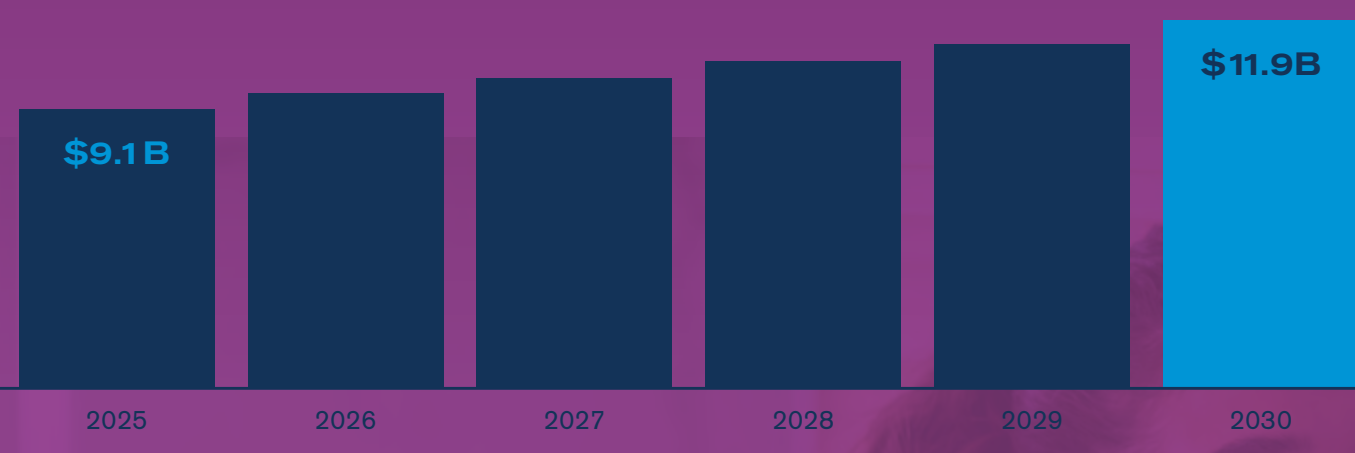
Unlock Fragrance Formats that Delight Consumers, Inspire Repeat Use, and Drive Brand Growth

Fragrance is evolving as consumers want elevated scents with real hair and skin benefits. Hair and body mists are leading this shift, offering new ways to layer, experiment, and personalize. For brands, it's a fresh opportunity to engage younger audiences and bring innovative scent concepts to life.



The Hair and Body Mist Fragrance Revolution

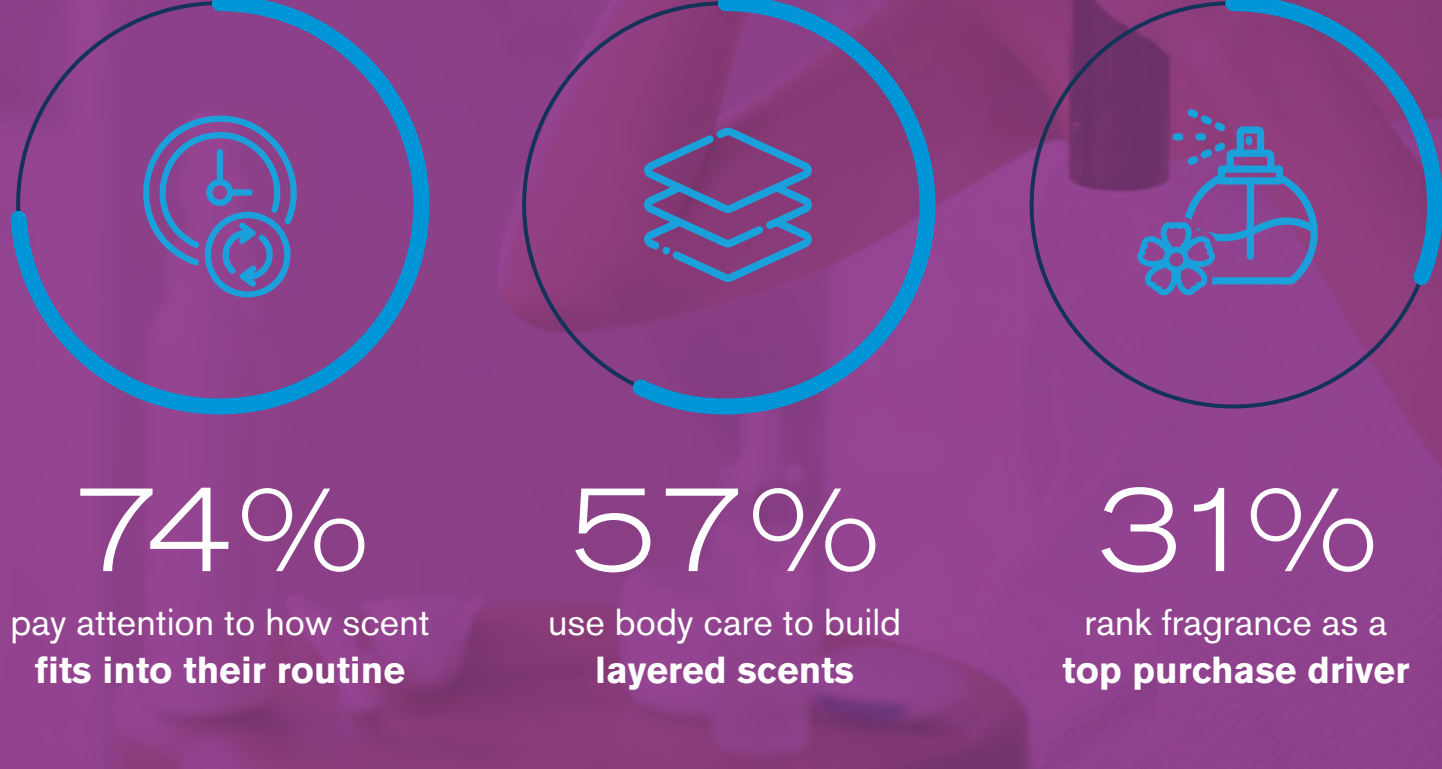
As fragrance becomes more integrated into daily routines, hair and body mists are emerging as a go-to format for convenient, layered scent experiences. These lightweight, accessible products offer a moment of indulgence while supporting personalization and frequent use.



\$11.92B market opportunity¹

The global hair perfume market is projected to reach \$11.92 billion by 2030, growing at a **CAGR of 5.6% from 2025 to 2030**

Consumer behavior insights²



The Rise of Personalized Fragrance



Engaging Gen Z and Gen Alpha

Younger generations are making fragrance part of their everyday ritual, using it to refresh and explore new scent experiences. Premium hair and body mists appeal to younger shoppers through:

- ✓ Stylish packaging
- ✓ Elevated, accessible scents
- ✓ Affordable pricing

BRAND BENEFIT

Hair care brands can strategically enter body care categories while staying relevant to younger audiences.

Curating Their Scent

Layered, expressive, and part of the daily routine—modern fragrance is about personalization. Today's consumers are creating personalized routines by layering products across categories:

- ✓ Hair perfume
- ✓ Body mist
- ✓ Lotion/cream
- ✓ Traditional fragrance

BRAND BENEFIT

Supports repeat application throughout the day and drives engagement with new fragrance formats.



Classic Fragrance Favorites + Emerging Notes

Hair and body mists are emerging as a beauty staple, offering a small, joyful indulgence that enhances daily routines and helps consumers feel their best.

CORE FAVORITES

- Floral**
ROMANTIC, UPLIFTING
- Citrus**
BRIGHT, ENERGIZING
- Fresh**
CLEAN, INVIGORATING
- Musk**
WARM, SENSUAL
- Fruity**
PLAYFUL, VIBRANT

RISING TRENDS

- Vanilla**
COMFORTING, NOSTALGIC
- Oud**
ACCESSIBLE LUXURY
- Aquatic**
CRISP, REFRESHING
- Gourmand**
SOPHISTICATED SWEETNESS
- Spicy and woody notes**
PERSONALIZATION AND DEPTH

Why Hair and Body Fragrance Is a Smart Launch

Introducing hair and body mists enables brands to:



Step into a season of vibrant, personalized fragrance.

At PLZ Personal Care Solutions, we lead in developing and manufacturing innovative hair and body fragrance solutions that help brands stand out. From lightweight mists to sophisticated sprays, our team brings deep formulation expertise and market insight to every stage of the product journey. Whether you're launching a new concept or evolving an existing line, we partner closely to create compelling scent experiences that resonate with consumers and align with market trends.

Discover more about our contract manufacturing capabilities on the PLZ Personal Care Solutions website and connect with our team to get started.

Contact us today

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- CSPersonalCare@plzcorp.com
- (800) 332-9000
- LinkedIn



¹ Mintel US Bodycare and Deodorant Market Report 2026

² Grand View Research Hair Perfume Market (2025 - 2030)