

Oops! Britney does it again Pop star beats Kylie to no.2 in fragrances

Contributed by TNS
 Wednesday, 20 February 2008
 Last Updated Thursday, 01 January 2009

- Oops! Britney does it again – Pop star beats Kylie to no. 2 in fragrances PDF (0.08 mb)

Â

London, 19 February 2008 - Britney Spears has beaten Kylie Minogue to number 2 in the UK's best selling celebrity fragrance brands. Research by retail specialists TNS Worldpanel Beauty shows that Britney's fragrances sold more than any other celebrity fragrance range – beating even Kylie Minogue. British shoppers spent over Â£13m in the last year on Britney's fragrances, while Kylie Minogue's fragrance was worth just under Â£11m.

Brits love to smell like their favourite celebs and spent a whopping Â£63m on star branded fragrances in the past year, a growth of 82% vs. 2006.

Celebrity fragrances are mainly aimed at females: 7 of the top 10 celebrity fragrance brands are solely for women. However, men's celebrity fragrances are slowly finding their feet in the market with the Beckhams (David Beckham for men and Victoria for women), who together follow Kylie at number 3, and Sean John (Sean Combs) who takes 6th place with two fragrances for men and women.

Tim Nancholas, Strategic Insight Director, TNS says, "Clearly Britney's troubled image has done no harm to the popularity of her fragrances – If anything, the increased publicity has helped to sell more! Celebrity fragrances in general have never been more popular in Britain, and there really is something for everyone on the market. Singer, actress, glamour model or football star – whatever people aspire to be, they can enjoy a taste of the high-life with the smell of their favourite perfume."

Nancholas continues, "While celebrity branding is not a new concept, it is really taking off in the fragrance sector right now. Celebrity fragrances currently only account for under 7% of the total Â£952m fragrance market and still have a long way to go to catch the likes of Chanel No 5, which is still the nation's favourite. However, the strong growth in the celebrity category shows that there is real potential for manufacturers to benefit from building a convincing brand image with the right celebrity."

Top 10 Celebrity Fragrances (ranked by value)
 TNS Worldpanel Beauty – 52 weeks ending 6 January 2008

- 1Â Britney Spears
- 2Â Kylie Minogue
- 3Â Beckham
- 4Â Jennifer Lopez
- 5Â Sarah Jessica Parker
- 6Â Sean John
- 7Â Christina Aguilera
- 8Â Paris Hilton
- 9Â Elizabeth Taylor
- 10Â Kate Moss