



- 1. Body mists have been around for quite some time, but the body mist market truly came into its own fairly recently.
- 2. Body mists are often confused with perfumes but there are substantial differences between the two. Body mists typically have a much lighter scent than perfumes, they are usually cheaper, less long-lasting, have lesser oils, and a lot more alcohol than regular perfumes. Body mists also tend to be less concentrated.
- 3. In the US, fragrances face competition from body sprays/splashes/mists, especially when it comes to younger consumers. Some also simply prefer lighter body splashes instead of colognes or eau de parfum. Moreover, some consumers seek to cultivate a fragrance wardrobe of rotating and layer able scents. For some, particularly for young women, the simple, recognizable scents of body mists serve as a comforting, familiar and more casual alternative to traditional fragrances.
- 4. The lower price points of body sprays allow young men and women to buy these products for themselves. Body sprays offer value-conscious consumers a way to participate in this trend because a full range of these may cost less than a single traditional fragrance.











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DORALL COLLECTION

for men

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