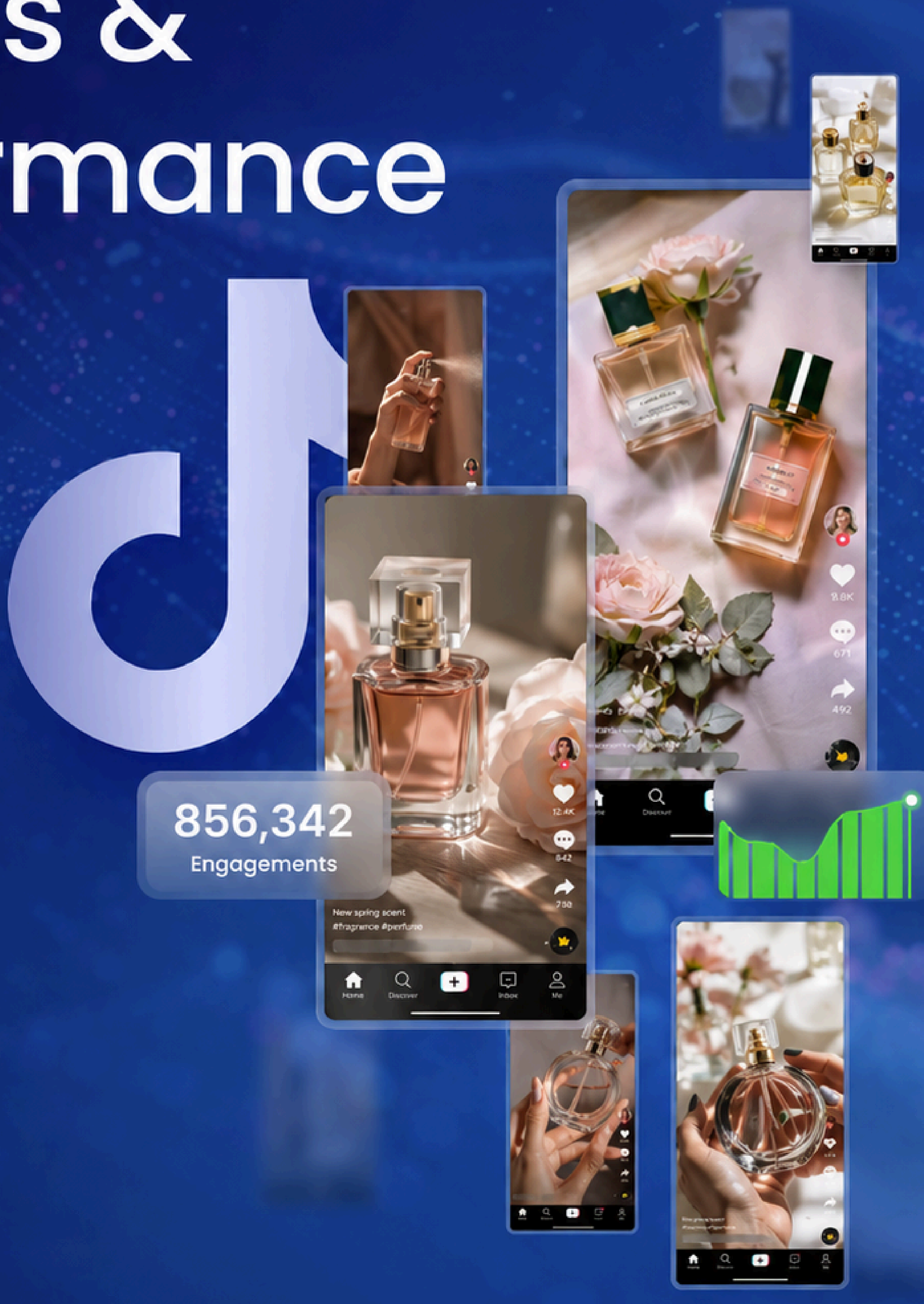
April 2026

Fragrance Social Media Trends & Performance



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Executive Summary

Social media has become one of the primary drivers of fragrance discovery, shaping how consumers evaluate products, form preferences, and ultimately decide what to buy. But while brands are investing heavily in content, partnerships, and platform strategies, it's becoming increasingly unclear what's actually driving performance and what's simply adding to the noise.

This report analyzes fragrance-related content across TikTok, Instagram, and Facebook over a 30-day period (March 15 - April 14, 2026) to answer a simple but critical question: what actually drives engagement in today's social landscape?

Through a detailed breakdown of platform dynamics, content types, and conversation drivers, the data reveals a number of clear shifts. Attention is highly concentrated on a single platform, content volume is rising without a corresponding increase in impact, and a significant portion of the conversation is being driven by creators and consumers rather than brands.

At the same time, the types of content that generate the most engagement are not the ones most brands are focused on today. These patterns are reflected in top-performing brands and products, where engagement is frequently driven by creator-led amplification.

Taken together, these findings point to a growing gap between how brands approach social media and how consumers actually engage with it. Understanding that gap and adjusting strategy accordingly is critical for any brand looking to compete effectively in the category.

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Key Takeaways

01

More content is not driving more impact.

Fragrance content volume has increased significantly year over year, while engagement has dropped sharply in the most recent period.

Takeaway: Increasing output alone is no longer a reliable growth strategy.

02

Engagement is highly concentrated on TikTok.

TikTok accounts for 42.3% of posts but 87.6% of total engagement, while Instagram and Facebook together represent 57.7% of content but only 12.5% of engagement.

Takeaway: Platform choice plays a critical role in performance. Content is not equally effective across channels.

03

Most of the conversation is happening without brands.

Approximately 60% of fragrance-related content is non-branded, and even among top-performing brands and products, engagement is often driven by creator and influencer amplification.

Takeaway: Brands are no longer the primary drivers of visibility or influence in the category.

04

Emotional content outperforms product-led messaging.

Content focused on personal feeling generates 2,329 average engagements per post, compared to 1,315 for scent-related content, despite scent being the most discussed topic.

Takeaway: What resonates most with audiences is not what is most commonly communicated.

05

The highest-performing content type is underutilized.

Loyalty-driven content delivers 3,175 average engagements per post, the highest of any category, yet appears in only 82 posts.

Takeaway: There is a clear opportunity to increase focus on high-performing but underused content types.

06

Negative sentiment is low but highly predictable

Only 4% of posts (198 out of 4,945) are negative, and they are consistently driven by issues such as scent accuracy, longevity, and value perception.

Takeaway: Performance risks are concentrated and can be proactively addressed.

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1. Category Growth vs. Engagement

Fragrance content on social media is expanding rapidly. Over the past year, the category has seen a significant increase in activity, with brands, creators, and consumers all contributing to a growing volume of posts across platforms.

Between March 15 and April 14, 2026, a total of **4,945 posts** were published across TikTok, Instagram, and Facebook. This represents a **+537% increase** in post volume compared to the same period last year (March 15 - April 14, 2025).

At first glance, this level of growth suggests a category that is gaining momentum, with more content being created and more voices entering the conversation. However, engagement data tells a very different story.

During the same 30-day period, total engagement reached **6,307,122 interactions**. When compared to the previous 30 days (February 13 - March 14, 2026), this reflects a **−67.8% decline** in engagement, despite only a **−6.5% decrease** in post volume (from **5,291 to 4,945 posts**).

This creates a clear disconnect:

- Content volume is increasing significantly year over year
- But engagement is declining sharply month over month

In other words, more content is not translating into more impact.

One possible explanation is that the category is becoming increasingly saturated. As more brands and creators compete for attention, individual posts may struggle to stand out, leading to lower engagement overall. Seasonal dynamics may also play a role, with a spike in activity earlier in the period followed by a gradual normalization in engagement levels.

Regardless of the cause, the implication is clear. As the category grows more competitive, success on social media is becoming less about how much content is produced, and more about how effectively that content captures attention and resonates with audiences.

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2. Where Attention Is Concentrated Across Platforms

While overall engagement is declining, it's not distributed evenly across platforms. In fact, the data show a significant imbalance between where content is published and where engagement actually occurs.

Between March 15 and April 14, 2026, fragrance-related content was distributed across TikTok, Instagram, and Facebook as follows:

- **TikTok**: 2,092 posts (42.3% of total volume)
- **Instagram**: 1,744 posts (35.3%)
- **Facebook**: 1,109 posts (22.4%)

However, engagement tells a very different story:

- **TikTok**: 5,520,542 engagements (87.6% of total engagement)
- **Instagram**: 597,556 engagements (9.5%)
- **Facebook**: 189,024 engagements (3.0%)

This creates a clear mismatch between content volume and performance.

Although TikTok accounts for less than half of all posts (**42.3%**), it generates the vast majority of engagement (**87.6%**). By contrast, Instagram and Facebook together make up **57.7%** of total content, yet contribute only **12.5% of engagement**.

In practical terms, this means that content published on TikTok is significantly more likely to generate engagement than content published on other platforms.

This imbalance has important implications. It suggests that not all content contributes equally to performance, and that platform strategy plays a critical role in determining outcomes. Simply increasing output across channels is unlikely to drive results if that content is not aligned with where audience attention is most concentrated.

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3. Brands Are Not Driving the Conversation

One of the most significant shifts in the fragrance category is who is actually driving the conversation.

Between March 15 and April 14, 2026, approximately 60% of all fragrance-related posts were non-branded, consisting of reviews, comparisons, “dupe” content, and general commentary. This means that the majority of content in the category is being created independently by consumers and creators, rather than by brands themselves.

At the same time, performance data shows that this non-branded content is not only prevalent; it’s highly competitive with branded campaigns, including those from top-performing brands in the category.

Branded Content Examples

- Azzaro – Malachi Barton Partnership
  - TikTok | March 25, 2026
  - 330,271 engagements
- Ralph Lauren – Jasprit Bumrah Partnership
  - Instagram | March 24, 2026
  - 154,154 engagements
- Burberry – Jonathan Bailey Campaign
  - TikTok | March 24, 2026
  - 65,952 engagements

Notably, all of the top-performing branded content in this period is driven by creator and influencer partnerships, rather than content published solely through brand-owned channels.

Non-Branded Content Examples

- Fragrance Display Content (Jean Paul Gaultier 1000ML Bottle)
  - TikTok | April 11, 2026
  - 317,342 engagements
- Fragrance Commentary (Cologne vs. “Smelling Good”)
  - TikTok | March 29, 2026
  - 229,658 engagements
- Lattafa Dynasty Tea Review (vs. Creed Imagination)
  - TikTok | March 22, 2026
  - 62,130 engagements

These examples highlight a key point: non-branded content can match and in some cases rival the performance of high-investment brand partnerships.

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3. Brands Are Not Driving the Conversation

Which Brands and Products Are Actually Winning

Looking at the top-performing brands and products during this period provides a clearer view of which players are capturing attention in the category.

Among brands, engagement is concentrated among a mix of established luxury houses:

- **Burberry**: 433,390 total engagement across 13 posts
- **Jean Paul Gaultier:** 317,342 engagement across 5 posts
- **Valentino**: 257,011 engagement across 2 posts
- **Ralph Lauren**: 154,154 engagement from 1 post
- **Azzaro**: 151,000 engagement across 3 posts

At the product level, top-performing fragrances include:

- **Azzaro – Forever Wanted Absolu**: 330,271 engagement
- **Jean Paul Gaultier – Le Male** (1000ML): 317,342 engagement
- **Valentino – Born in Roma:** 257,011 engagement
- **Ralph Lauren – Polo67**: 154,154 engagement
- **Burberry – Camden**: 65,952 engagement

As shown in the examples above, many of these top-performing products are tied to creator or celebrity partnerships, reinforcing the role of influencers in driving visibility and engagement within the category.

Taken together, the data suggests two important dynamics:

- A majority of the conversation is happening outside of brand control
- Even branded performance is largely dependent on creators, not brand-owned content

The implication is clear. Brands are no longer the sole drivers of attention or influence within the fragrance conversation.

Instead, they are operating within a broader ecosystem where creators and consumers play a central role in discovery, evaluation, and engagement.

4. What Actually Drives Engagement (Hint: Not Product Features)

While much of the fragrance conversation is centered around product attributes such as scent profile, ingredients, and fragrance type, these are not the factors that drive the highest levels of engagement.

Between March 15 and April 14, 2026, “smell” was the most discussed topic in the category, appearing in **3,241 posts (65.5% of total content)** and generating **4,263,463 engagements,** with an average of **1,315 engagements per post.**

Despite its prominence, this core product attribute does not deliver the strongest performance on a per-post basis.

By comparison, content focused on personal feeling and emotional connection generated significantly higher engagement, with an average of **2,329 engagements per post** – nearly **77% higher** than smell-related content.

An even stronger signal emerges when looking at loyalty-driven content. Although it represents a much smaller portion of the conversation (**82 posts total**), it delivers the highest performance overall, with an average of **3,175 engagements per post.**

This creates a clear disconnect between what is most commonly discussed and what actually resonates with audiences:

- Product features dominate volume
- Emotional and identity-driven content drives engagement
- Loyalty-related content delivers the highest performance, but is underutilized

In practical terms, this suggests that consumers are not primarily engaging with fragrance content based on technical attributes alone. Instead, they are responding more strongly to content that reflects personal experience, identity, and emotional impact.

The implication for brands is significant. Focusing content strategy solely on product features may limit engagement potential, particularly in a category where perception, self-expression, and personal meaning play a central role.

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5. The Only Things Driving Negative Sentiment

While overall sentiment in the fragrance category is overwhelmingly positive, the limited instances of negative feedback are highly concentrated and consistent.

Between March 15 and April 14, 2026, only **198 out of 4,945 posts** expressed negative sentiment, representing just **4% of total content.**

This indicates that the category, as a whole, is well-received. However, a closer look at the negative subset reveals clear and recurring patterns.

Top Negative Topics

- **Smell**: 102 posts
  - (Scent profile dissatisfaction, overpowering fragrances)
- **Gender**: 50 posts
  - (Criticism of gendered marketing and lack of inclusivity)
- **Overall Satisfaction**: 8 posts
  - (General product experience issues)
- **Price/Value**: 8 posts
  - (Perceived mismatch between cost and quality)
- **Quality**: 3 posts
  - (Manufacturing or authenticity concerns)

Key Negative Sentiment Drivers

Across these categories, the same core issues appear repeatedly:

- **Fragrance longevity concerns** ("doesn't last all day")
- **Scent profile mismatches** ("smells nothing like the description")
- **Gendered positioning** ("why is this only for men/women?")
- **Price sensitivity** ("too expensive for the quality")
- **Packaging or delivery issues** ("arrived damaged")

Despite representing a small portion of total content, these signals are highly consistent. Negative sentiment is driven by a narrow set of product and positioning gaps.

This creates a clear takeaway: while positive sentiment dominates the category, performance risks are concentrated in a few predictable areas.

For brands, this presents an opportunity. Addressing these specific issues (particularly around scent accuracy, longevity, and value perception) can help reduce friction in the consumer experience and prevent small issues from disproportionately impacting perception.

Strategic Implications

The findings in this report point to a clear shift in how fragrance brands need to approach social media. The challenge is earning engagement within an increasingly crowded and decentralized environment.

Three structural dynamics define the category today:

- **Attention is concentrated, not evenly distributed**: A small number of platforms and formats drive the majority of engagement, making where and how content is published more important than how much is produced.
- **Influence is no longer brand-controlled**: Consumers and creators are playing a central role in shaping the conversation, with independent content competing directly with and often outperforming brand campaigns.
- **Engagement is driven by meaning, not information**: Content that reflects personal experience, identity, and emotional connection consistently outperforms content focused purely on product attributes.

At the same time, the risks to performance are increasingly predictable. When sentiment turns negative, it is rarely random. It is tied to a small number of repeat issues, often related to product experience and expectation gaps.

What This Means for Brands

To compete effectively in this environment, brands need to rethink how they approach social media strategy:

- **Prioritize impact over volume**: Increasing output alone is unlikely to drive results in a saturated category. The focus should shift toward creating content that stands out and resonates.
- **Focus on where engagement actually happens**: Not all platforms contribute equally to performance. Aligning content strategy with where attention is concentrated is critical.
- **Operate within the creator ecosystem, not outside of it**: Creators are shaping perception and demand. Effective strategies will integrate, not compete with, this ecosystem.
- **Shift from product-led to experience-led content**: Highlighting how a product feels, fits into identity, or creates a reaction is more likely to drive engagement than focusing on technical attributes alone.
- **Address known friction points proactively**: Recurring issues around performance and expectation can be identified early and mitigated before they impact perception at scale.

In a landscape defined by fragmented attention, creator-driven influence, and shifting engagement drivers, the advantage lies in clarity: knowing what matters, and acting on it quickly.

About Revuze

Revuze empowers brands with next-step actions, and is at the forefront of delivering cutting-edge AI-powered, actionable consumer insights and VoC solutions. The Revuze Action Hubs revolutionize how businesses leverage data to drive success in the digital landscape.

As the only solution providing brand and category-level verified buyer data, Revuze helps organizations transform online feedback across all sources into true, actionable insights to make informed data-supported decisions and lead categories.