SCENT, EMOTION & LIFESTYLE

2026 HONG KONG DAILY MOOD INDEX & FRAGRANCE TRENDS

WHITE PAPER

《香氛、情緒與生活》

香港日常好心情指數 及

香氛趨勢白皮書

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About
Eternal Beauty Holdings Limited
關於 **穎通控股有限公司**

Eternal Beauty Holdings Limited (Stock Code: 6883.HK)

Eternal Beauty Holdings Limited is the largest perfume group (apart from brand-owner perfume groups) in China (including Hong Kong and Macao) in terms of retail sales in 2023*. It primarily sells and distributes products procured from third-party brand licensors, and deploys market for these brand licensors, offering such services as brand management, and designing and implementing customized market entry and expansion plans for their brands. The Group boasts large and diversified brand portfolios that include not only perfumes, but also color cosmetics, skincare products, personal care products, eyewear and home fragrances. As at 30 September 2026, it conducted product distribution and market deployment for a total of 82 external brands, including Hermès, Van Cleef & Arpels, Chopard, Albion and Laura Mercier, with products in different pricing tiers and of versatile features that meet the differentiated demands of consumers in Chinese Mainland, Hong Kong and/or Macao.

穎通控股有限公司（股票代號：6883.HK）

穎通控股有限公司是中國（包括香港及澳門）最大的香水集團（除品牌所有者香水集團外，按 2023 年零售額計 *），主要從事銷售及分銷從第三方品牌授權商採購的產品及為該等品牌授權商進行市場部署，例如為其品牌設計及實施定制的市場進入及擴張計劃。穎通控股擁有龐大且多元化的品牌組合，不僅包括香水，還包括彩妝、護膚品、個人護理產品、眼鏡及家居香氛。截至 2026 年 9 月 30 日，穎通控股為合共 82 個外部品牌進行產品分銷及市場部署，包括 Hermès、Van Cleef & Arpels、Chopard、Albion 及 Laura Mercier，涵蓋多元化的定價層次及功能，迎合中國內地、香港及或澳門消費者的差異化需求。

*Data source: Frost & Sullivan
*數據來源：弗若斯特沙利文

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2026 HONG KONG DAILY MOOD INDEX & FRAGRANCE TRENDS

《香氛、情緒與生活》

香港日常好心情指數 及 香氛趨勢白皮書

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Executive Summary
摘要

Scent, Emotion & Lifestyle: 2026 Hong Kong Daily Mood Index & Fragrance Trends White Paper is a research initiative by Eternal Group. The study examines the lifestyles, everyday emotional experiences and fragrance usage habits of Hong Kong consumers to understand their daily lives and the role and value of scent in contemporary living.

As one of China's leading fragrance and beauty groups, Eternal Group continues to explore developments in the fragrance industry and evolving consumer needs. As consumers place greater emphasis on quality of life, personalised experiences and the art of living, the role of fragrance extends beyond the product itself to encompass daily rituals, the ambience of a space and self-expression, becoming increasingly integrated into everyday life.

The study was conducted through an online survey in September 2026, collecting 433 valid responses from Hong Kong consumers aged 13–64 across a range of occupations, income levels and backgrounds. Drawing on concepts from relevant World Health Organization health indicator frameworks, the study developed the Hong Kong Daily Mood Index. It also analysed survey data on fragrance usage habits, emotional experiences, everyday contexts and consumption trends to explore associations between respondents' daily lives, subjective feelings and fragrance experiences.

Through this annual study, Eternal Group aims to build an ongoing platform for fragrance consumer insights, providing brands, retail partners and industry stakeholders with relevant market observations and consumer perspectives. The initiative also seeks to encourage discussion and further exploration of the connections between scent, emotion and lifestyle.

《香氛、情緒與生活：2026 香港日常好心情指數及香氛趨勢白皮書》由穎通集團發起，從生活方式、日常情緒體驗及香氛使用習慣等角度，了解香港消費者的生活狀態，以及香氛在現代生活中所扮演的角色與價值。

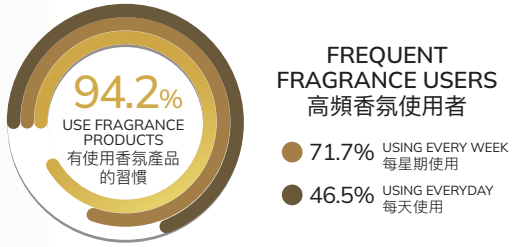
作為中國領先的香水及美妝集團之一，穎通集團持續關注香氛產業發展與消費者需求的演變。隨著消費者愈加重視生活品質、個人化體驗及生活美學，香氛的角色正由產品本身延伸至生活儀式、空間氛圍及自我表達，並逐步融入日常生活。

本研究於 2026 年 9 月透過網上問卷進行，共收集 433 份有效問卷，受訪者為 13 至 64 歲的香港消費者，涵蓋不同職業、收入及生活背景。研究參考世界衛生組織相關健康指標框架的概念，建立「香港日常好心情指數」，並分析香氛使用習慣、情緒體驗、生活場景及消費趨勢等問卷數據，探討受訪者的日常生活狀態、主觀感受與香氛體驗之間的關聯。

穎通集團期望透過這項年度研究，持續建立香氛消費者洞察平台，為品牌、零售夥伴及業界持份者提供具參考價值的市場觀察與消費者洞察，並推動香氛、情緒與生活相關議題的討論與發展。

Key Findings
主要研究發現

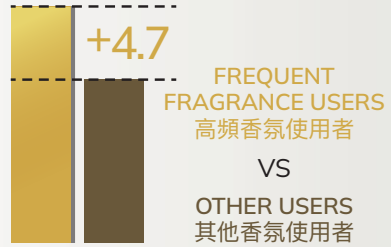
Fragrance is part of daily life, with over seven in ten using it several times a week or more
香氛融入日常生活
逾七成每週使用數次或以上



FREQUENT FRAGRANCE USERS
高頻香氛使用者

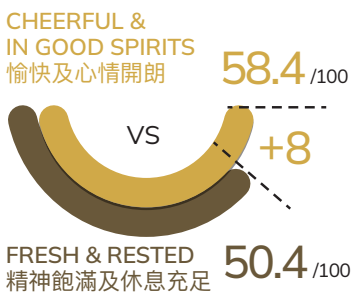
- 71.7% USING EVERY WEEK 每星期使用
- 46.5% USING EVERYDAY 每天使用

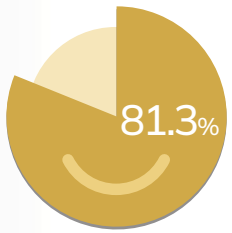
Frequent fragrance users record a higher Daily Mood Index
高頻香氛使用者的好心情指數較高





The Daily Mood Index stands at 54.5/100
日常好心情指數為54.5分





POSITIVE INFLUENCE OF FRAGRANCE ON MOOD
香氛對日常心情有正面影響

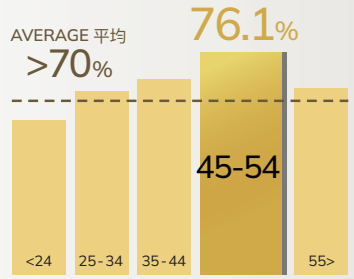
Over 80% Report a Positive Impact of Fragrance on Mood
逾八成認同香氛對心情有正面影響





Fragrance use goes beyond enjoying a pleasant scent
香氛使用**不只為「好聞」**

Frequent fragrance use extends beyond younger generations
高頻香氛使用**不限於年輕世代**



FREQUENT FRAGRANCE USE BY AGE GROUP
各年齡組別高頻香氛使用比例

Chapter 1

hong kong daily mood index

香港日常好心情指數

Amid the rapidly changing pace of life, people are placing greater emphasis on how they feel and their quality of life. Alongside objective living conditions, everyday emotions, mental state and the ability to find fulfilment in daily life all influence how people view their lives overall.

Drawing on concepts from relevant World Health Organization (WHO) health indicator frameworks, this report establishes the Hong Kong Daily Mood Index. Based on respondents' self-reported feelings over the preceding two weeks, the index examines their everyday emotional state, vitality and life satisfaction.

This chapter presents the overall index and its five core indicators to analyse everyday life in Hong Kong, providing context for the subsequent exploration of the relationship between fragrance and daily mood.

在生活節奏急速變化的環境下，人們愈來愈重視自身感受與生活品質。除了客觀生活條件，日常情緒、精神狀態，以及能否從生活中獲得滿足感，同樣影響人們對生活的整體評價。

本報告參考世界衞生組織（WHO）相關健康指標框架的概念，建立「香港日常好心情指數」，從過去兩星期的主觀感受出發，了解香港消費者在情緒、活力及生活滿足感方面的日常狀態。

本章透過整體指數及五項核心指標，分析香港人的日常生活狀態，為後續探討香氛與日常好心情的關聯提供背景。


CARON
1916
1919
1927
1932
1933
1934
2022
CARON

1.1 Overview 概覽

hong kong daily mood index

54.5/100

香港日常好心情指數

The Hong Kong Daily Mood Index uses five indicators relating to everyday life to assess respondents' positive feelings and experiences over the preceding two weeks:

「香港日常好心情指數」透過五項與日常生活相關的指標，了解受訪者在過去兩星期的正面感受，包括：

Cheerful & In Good Spirits
愉快及心情開朗
58.4

Calm & Relaxed
平靜及放鬆
55.9

Everyday Life Is Interesting or Fulfilling
日常生活充滿有趣或滿足的事情
55.2

Active & Energetic
充滿活力及精力充沛
52.7

Refreshed & Well Rested
精神飽滿及休息充足
50.4

All five indicators scored above 50, suggesting that respondents experience positive feelings in everyday life. "Cheerful and in good spirits" recorded the highest score at 58.4, while "Refreshed and well rested" scored 50.4 — an eight-point gap that may reflect generally insufficient rest among respondents despite positive emotional experiences.

整體而言，五項指標均錄得 50 分以上，反映受訪者在日常生活中能維持正面感受。「愉快及心情開朗」錄得最高分，為 58.4 分；「精神飽滿及休息充足」則為 50.4 分，兩者相差 8 分，或反映受訪者在保持正面情緒的同時，仍普遍面對休息不足的情況。

Note: Hong Kong Daily Mood Index draws on the assessment concepts of the World Health Organization-Five Well-Being Index (WHO-5), with adaptations to indicator wording and scoring. It aims to explore respondents' self-reported feelings over the preceding two weeks. The World Health Organization identifies a WHO-5 score below 50 out of 100 as a suggested cut-off for poor mental well-being. The findings are for research and reference purposes only and do not represent results obtained using the WHO-5 instrument. They do not constitute medical, psychological or clinical assessment, diagnosis or advice.

註：「香港日常好心情指數」參考世界衛生組織五項幸福指數（WHO-5）的評估概念，並調整指標表述及計分方式，旨在了解受訪者過去兩星期的自我感受。世界衛生組織指出，WHO-5得分低於50分（滿分100分）是精神幸福感偏低的建議參考界線。本研究結果僅供研究及參考用途，並非使用WHO-5所得的結果，亦不構成醫療、心理或臨床評估、診斷或建議。

1.2 Insights into Everyday Life in Hong Kong 香港人的生活觀察

The five indicators suggest that people in Hong Kong generally maintain a degree of positivity in their everyday lives. However, differences remain across positive emotions, life satisfaction, vitality and rest.

從五項生活感受指標反映，香港人整體能維持一定程度的正面生活感受；然而，正面情緒、生活滿足感、活力與休息狀態之間仍存在差異。

Cheerful & In Good Spirits 愉快及心情開朗

58.4

Cheerfulness RANKS HIGHEST among the 5 indicators

愉快感受為五項指標中最高

Insight 1

"Cheerful and in good spirits" recorded the highest score among the five indicators at 58.4, while "Calm and relaxed" scored 55.9.

These findings suggest that positive emotions were a relatively prominent aspect of respondents' everyday experiences over the past two weeks. A positive daily mood can take different forms, from feeling cheerful to feeling calm and relaxed.

「愉快及心情開朗」錄得58.4分，是五項指標中得分最高的項目；「平靜及放鬆」則錄得55.9分。

這些結果反映，正面情緒是受訪者過去兩星期日常生活感受中較突出的一環。好心情既可以是愉快開朗，也可以是平靜放鬆。


SANTA MONICA
SANTA MONICA PETITE CANDLE SET
SANTA MONICA
FLOREALI
SANTA MONICA
MYSTIC WOOD
SANTA MONICA
ZEN OF TEA
SANTA MONICA
BREZZA D'ISOLA
SANTA MONICA
MORNING ROSE

1.2 Insights into Everyday Life in Hong Kong
香港人的生活觀察

Refreshed and well rested" scored 50.4, the lowest among the five indicators, while "Active and energetic" scored 52.7.

「精神飽滿及休息充足」錄得 50.4 分，是五項指標中得分最低的一項；「充滿活力及精力充沛」則錄得 52.7 分。

The relatively lower scores for rest and vitality suggest that respondents experienced a relative lack of adequate rest and energy in everyday life. Alongside positive emotions, rest and energy levels are also important dimensions in understanding a positive daily mood.

休息與活力兩項指標的評分相對較低，顯示受訪者在日常生活中相對缺乏充足休息與活力。除了正面情緒，休息與精神狀態亦是理解日常好心情的重要面向。

Insight 3

Everyday Life is Interesting / Fulfilling
日常生活充滿有趣或滿足的事情

55.2

Fulfilment
IS THE ROOT
in everyday experiences

滿足感
來自生活中的體驗

"Everyday life is interesting or fulfilling" scored 55.2, higher than both "Active and energetic" at 52.7 and "Refreshed and well rested" at 50.4.

「日常生活充滿有趣或滿足的事情」錄得 55.2 分，高於「充滿活力及精力充沛」（52.7 分）及「精神飽滿及休息充足」（50.4 分）。

This indicator extends the focus beyond emotional states and energy levels to everyday experiences, highlighting interest and fulfilment as an important part of a positive daily mood.

這項指標將焦點從情緒及精神狀態延伸至日常體驗，突顯生活中的趣味與滿足感，也是日常好心情的重要一環。

Insight 2

Refreshed & Well Rested
精神飽滿及休息充足

50.4

Feeling Well Rested
MAY NOT BE
an everyday experience

充分休息
未必是日常生活的常態

Chapter 2

fragrance in everyday life

香氛融入生活

2.1
Fragrance in Daily Life: From Products to Habits
香氛日常化：從產品到生活習慣

94.2%

of respondents use fragrance products as part of their routine
平日有使用香氛產品的習慣

71.7%

use fragrance products several times a week or more (frequent users)
每星期使用數次或以上 (高頻使用者)

In the past, fragrance was more commonly associated with social occasions, personal image or special moments. As consumers place greater emphasis on emotional needs and everyday experiences, its role has expanded beyond specific occasions to become part of daily life.

The survey shows that 94.2% of respondents use fragrance products as part of their routine, highlighting how fragrance has become an established habit among those surveyed.

過去，香氛較常與社交場合、個人形象或特定時刻連結。隨着消費者愈來愈重視個人感受及日常生活體驗，香氛的角色亦逐漸由特定場合的選擇，延伸至日常生活中的感官體驗。

調查結果顯示，94.2% 的受訪者平日有使用香氛產品的習慣，反映香氛已融入不少受訪者的日常生活，而非只在特定場合使用。





Almost every day
幾乎每天
46.5%

Several Times A Week
每星期數次
25.2%

Occasionally
偶爾
23.3%

Once or Twice A Week
每星期一至兩次
3.7%

Never 沒有使用
1.2%

Frequency of Fragrance Product Use in the Past Two Weeks (%)
過去兩星期的香氛產品使用頻率

Fragrance is a regular part of daily life for many respondents: 46.5% use fragrance products almost every day, while a further 25.2% use them several times a week. Together, 71.7% are classified in this report as frequent fragrance users.

With almost-daily use accounting for nearly half of responses, the findings suggest that fragrance has a place in everyday routines rather than being reserved for particular occasions.

使用頻率進一步反映香氛在日常生活中的角色。在有回答此題的受訪者中，46.5% 表示幾乎每天使用香氛產品，另有 25.2% 每星期使用數次，合共 71.7% 屬高頻使用者。

「幾乎每天使用」是比例最高的選項，接近有效回答樣本的一半。數據顯示，對不少受訪者而言，香氛不只是在特定情境下的使用選擇，亦是日常生活中的經常性習慣。

2.1 Fragrance in Daily Life: From Products to Habits
香氛日常化：從產品到生活習慣

Fragrance Choices Extend Beyond Perfume

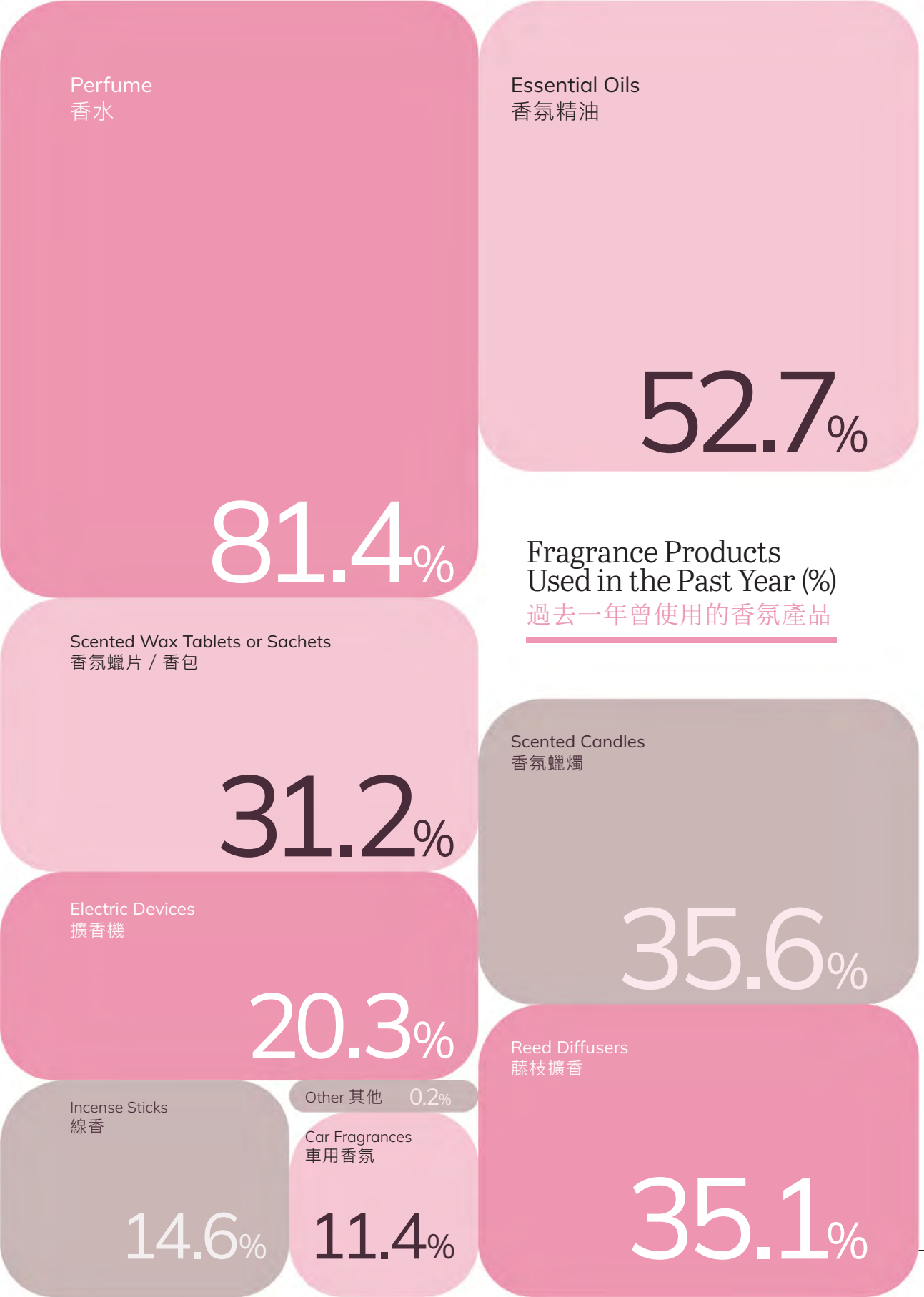
The range of products used over the past year reflects the breadth of respondents' fragrance choices. Perfume was the most widely used product, at 81.4%, followed by essential oils at 52.7%.

Scented candles (35.6%), reed diffusers (35.1%) and scented wax tablets or sachets (31.2%) had each been used by more than three in ten respondents. While perfume was the most widely used format, these findings show that fragrance choices encompass a variety of products suited to different uses and contexts.

多元香氛產品選擇

除了使用頻率外，受訪者過去一年的產品使用經驗亦反映出多元的用香選擇。香水是受訪者最普遍使用的香氛產品，使用比例達81.4%；其次為香氛精油（52.7%）。

香氛蠟燭（35.6%）、藤枝擴香（35.1%）及香氛蠟片 / 香包（31.2%）亦各有約三成或以上受訪者曾使用，顯示受訪者的用香選擇不只限於香水，亦涵蓋不同產品形式。





2.2 When People Use Fragrance 香氛使用場景

As fragrance gradually becomes a part of everyday life, its use cases are becoming increasingly diverse. The results show that fragrance is no longer limited to a single purpose or specific occasion, but appears across different moments of daily life.

隨着香氛逐漸成為日常生活習慣，其使用場景亦趨向多元。結果顯示，香氛不只限於單一用途或特定場合，而是出現在不同生活時刻。

Occasions for Fragrance Use (%) 香氛使用場景

Before Going Out or Attending a Special Occasion
外出或出席特別場合前

48.8%

When Spending Time Alone or Resting
獨處或休息時

47%

38.9%	When Spending Time With Family, a Partner or Friends 與家人、伴侶或朋友相處時
33.2%	While Working or Studying 工作或學習時
30.7%	At Any Time in Daily Life 日常任何時候
27.2%	Before Bedtime 睡前
11.4%	During Meditation or Yoga 冥想、瑜伽時

Fragrance Has a Place in Both Social and Personal Moments

The two most commonly selected occasions for fragrance use were “before going out or attending a special occasion” (48.8%) and “when spending time alone or resting” (47.0%). The similar proportions suggest that fragrance has a place both in preparations for going out and in quieter, personal moments.

Fragrance also accompanies time spent with family, a partner or friends (38.9%), work or study (30.7%) and bedtime routines (27.2%). A further 33.2% reported using fragrance at any time in daily life. Together, these findings illustrate a role that extends across different activities, relationships and moments of the day.

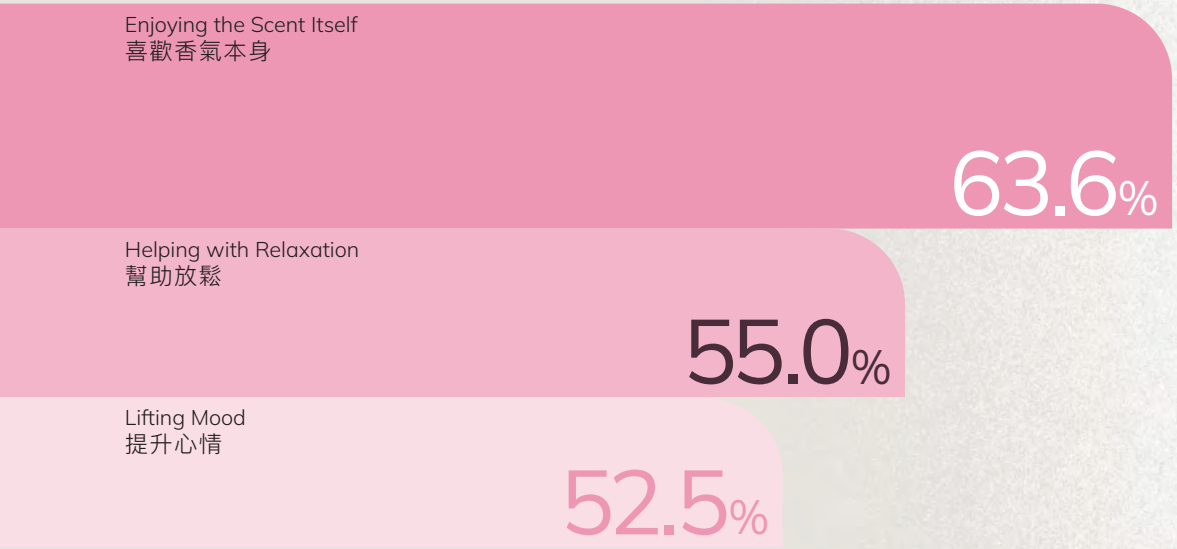
香氛已延伸至多元生活場景

受訪者最常選擇的使用場景為「外出或出席特別場合前」（48.8%）及「獨處或休息時」（47.0%），兩者比例相近，反映香氛使用同時涵蓋外出準備及個人休息時刻。

此外，38.9% 會在與家人、伴侶或朋友相處時使用香氛；33.2% 會在日常任何時候使用，30.7% 則會在工作或學習時使用，另有 27.2% 會於睡前使用。整體而言，香氛的使用涵蓋外出準備、個人休息、人際相處、工作學習及睡前等不同生活情境，反映其已融入日常生活的多個時刻。



2.3 Reasons for Using Fragrance 香氛使用原因



Reasons for Using Fragrance (%) 使用香氛的原因

38.1%	Creating a Comfortable Atmosphere 營造舒適的環境氛圍
34.9%	Expressing Personal Style or Enhancing Personal Image 表達個人風格或提升個人形象
31.4%	Bringing a Sense of Ritual to Everyday Life 提升生活儀式感
27.2%	Relaxing Before Bedtime 睡前放鬆

Fragrance Meets Sensory, Emotional and Lifestyle Needs

Enjoyment of scent is central to fragrance use, but respondents' motivations also encompass relaxation, mood, atmosphere and self-expression. This range of needs helps explain the role of fragrance across different everyday contexts.

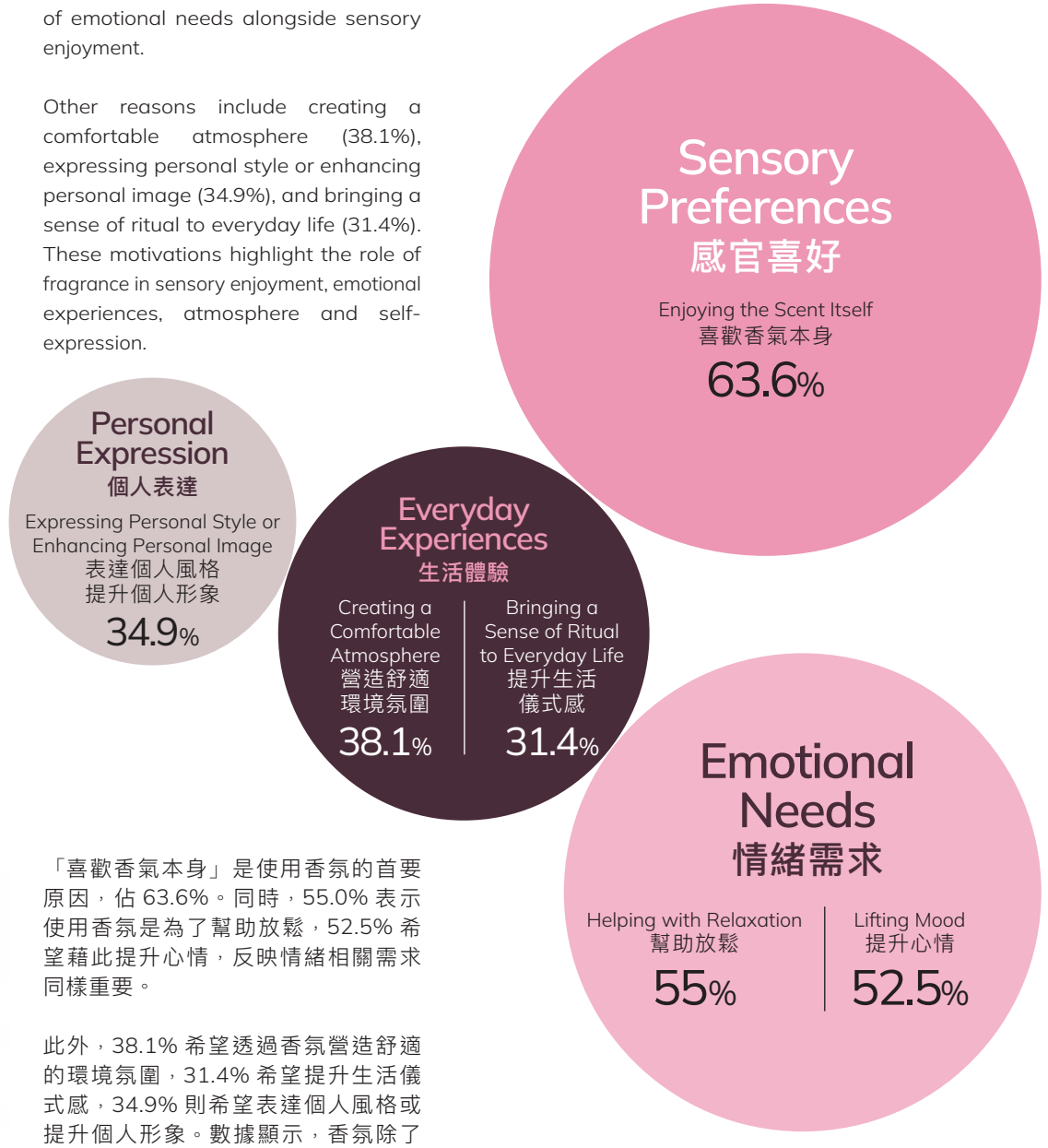
香氛的價值延伸至情緒與生活體驗

隨着香氛融入不同生活場景，使用香氛產品的原因亦涵蓋感官、情緒及生活體驗等多個層面。

"Enjoying the scent itself" was the leading reason for using fragrance, cited by 63.6% of respondents. Relaxation (55.0%) and lifting mood (52.5%) were also prominent motivations, highlighting the importance of emotional needs alongside sensory enjoyment.

Other reasons include creating a comfortable atmosphere (38.1%), expressing personal style or enhancing personal image (34.9%), and bringing a sense of ritual to everyday life (31.4%). These motivations highlight the role of fragrance in sensory enjoyment, emotional experiences, atmosphere and self-expression.

Dimensions of Fragrance Value 香氛價值面向



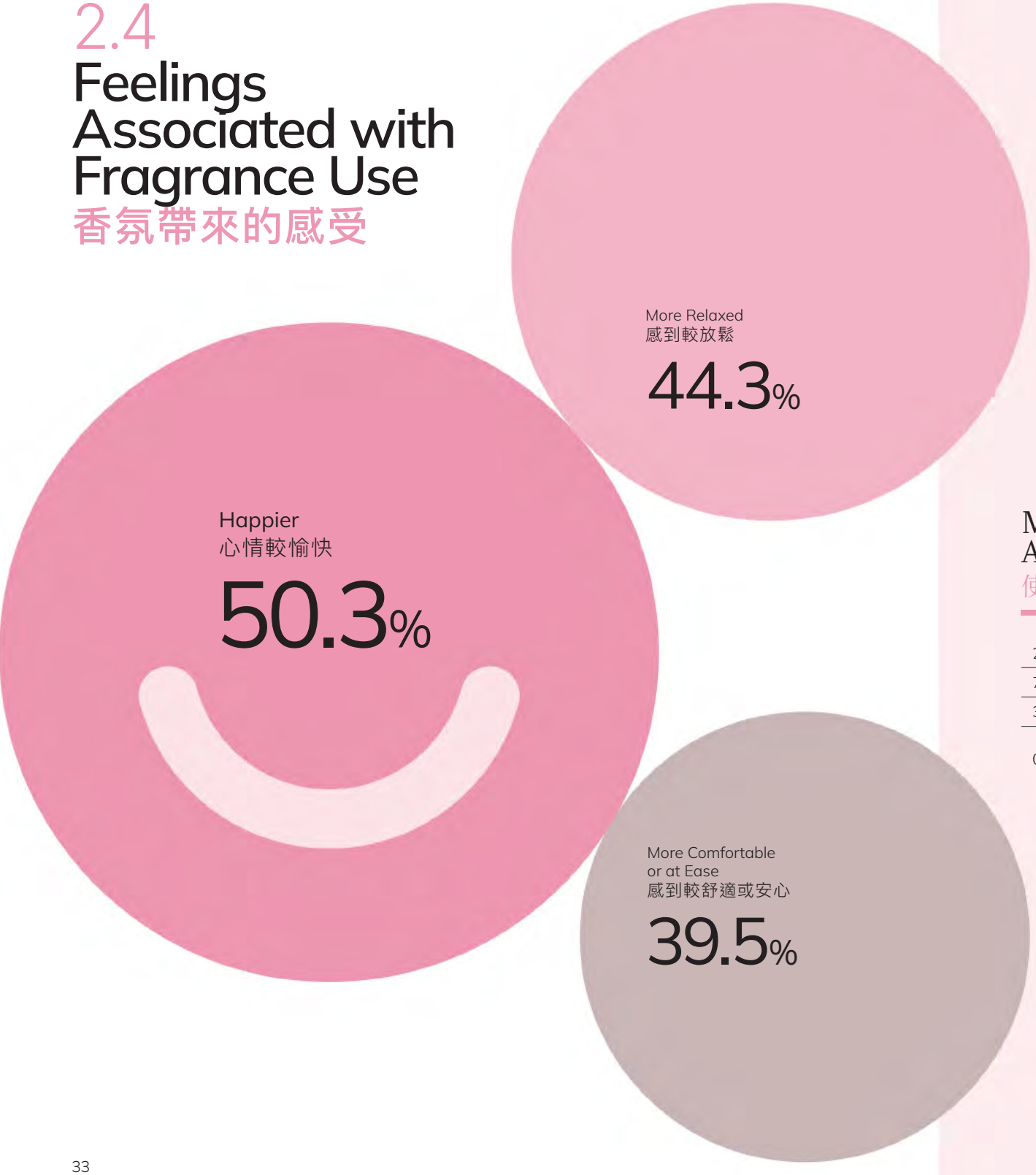
「喜歡香氣本身」是使用香氛的首要原因，佔 63.6%。同時，55.0% 表示使用香氛是為了幫助放鬆，52.5% 希望藉此提升心情，反映情緒相關需求同樣重要。

此外，38.1% 希望透過香氛營造舒適的環境氛圍，31.4% 希望提升生活儀式感，34.9% 則希望表達個人風格或提升個人形象。數據顯示，香氛除了滿足感官喜好，亦可配合不同生活時刻，回應人們對情緒感受、環境氛圍及日常體驗的多元期待。

Note: These key dimensions of fragrance value are based on respondents' reasons for using fragrance and do not represent a ranking of importance.

註： 以上為根據受訪者使用香氛的原因所歸納的主要價值面向，並不代表重要性排序。

2.4 Feelings Associated with Fragrance Use
香氛帶來的感受



Most Common Feelings After Using Fragrance
使用香氛後最常出現的感受

25.4%	More Energised	感到更有精神
7.9%	No Noticeable Feeling	沒有明顯感覺
3.7%	Unsure	不確定
0.5%	Occasional Discomfort or Dislike of the Fragrance	偶爾感到不適或不喜歡

Happiness, Relaxation and Comfort Lead Reported Responses

Beyond their reasons for choosing fragrance, respondents' feelings after use offer a further perspective on its role in daily life. The most commonly reported responses centre on happiness, relaxation and comfort.

Around half of respondents (50.3%) reported feeling happier after using fragrance, while 44.3% felt more relaxed and 39.5% felt more comfortable or at ease. A further 25.4% reported feeling more energised.

Smaller proportions reported no noticeable feeling (7.9%), were unsure (3.7%), or occasionally experienced discomfort or disliked the fragrance (0.5%). Overall, positive feelings were the most commonly reported responses, highlighting the emotional dimension of respondents' fragrance experiences.

香氛體驗以正面感受為主

香氛不僅是一種感官體驗，使用後產生的主觀感受，亦是理解香氛體驗的重要面向。當香氛融入日常生活的不同場景，其價值亦反映於人們的日常感受之中。

調查顯示，使用香氛後最常出現的感受為心情較愉快（50.3%）、感到較放鬆（44.3%）及感到較舒適或安心（39.5%）；另有 25.4% 表示感到更有精神。

整體而言，香氛帶來的感受以愉快、放鬆及舒適安心等正面體驗為主。相比之下，表示沒有明顯感覺（7.9%）、不確定（3.7%）或偶爾感到不適或不喜歡（0.5%）的受訪者比例相對較低，反映正面主觀感受是香氛體驗的重要部分。

2.5 Fragrance Preferences 香調偏好

64.9%
Floral
花香調

Preferred Fragrance Families (%) 喜愛的香調

37.6%	Fruity	果香調
32.8%	Herbal	草本香調
28.6%	Marine	海洋香調
7.6%	Gourmand	美食香調

50.1%
Woody
木質香調

Floral (64.9%) and woody (50.1%) notes are the two most popular fragrance families, followed by fruity (37.6%), herbal (32.8%), marine (28.6%) and gourmand (7.6%) notes.

花香調（64.9%）及木質香調（50.1%）是最受歡迎的兩大香調類別，其次為果香調（37.6%）、草本香調（32.8%）、海洋香調（28.6%）及美食香調（7.6%）。





2.6 Relationship Between Fragrance Use & Positive Mood
香氛與好心情的關聯



81.3%

believe fragrance has a positive impact on their everyday mood

認為香氛對日常心情有正面影響

Perceived Impact of Fragrance on Everyday Mood (%)
香氛對日常心情的影響

52.9%
Slight Positive Impact
有少許正面影響

28.4%
Strong Positive Impact
有很大正面影響

13.9%	No Noticeable Impact 沒有明顯影響
3.7%	Unsure 不確定
1.2%	Slight Negative Impact 有少許負面影響

Fragrance Is Widely Perceived to Support a Positive Mood

A total of 81.3% of respondents believe that fragrance products have a positive impact on their everyday mood, with 28.4% reporting a strong positive impact and 52.9% reporting a slight positive impact. By comparison, 1.2% report a slight negative impact.

香氛與日常好心情呈現正向關聯

81.3% 的受訪者認為香氛產品對日常心情有正面影響，其中 28.4% 認為有很大程度的正面影響，52.9% 認為有少許正面影響；另有 1.2% 認為有少許負面影響。

2.6 Relationship Between Fragrance Use and Positive Mood
香氛與好心情的關聯

Fragrance Features in Different Mood-Related Moments

Relaxation was the most commonly reported mood-related situation for fragrance use, at 43.6%. Other situations included creating a pleasant atmosphere (34.4%), seeking an energy boost (30.5%) and relaxing before bedtime (22.6%). These findings suggest that respondents turn to fragrance for different emotional needs.

46.5%

use fragrance products almost every day

幾乎每天使用香氛

Fragrance Use in Mood-Related Situations (%)
使用香氛調節心情的情境

43.6%	When Relaxing 在放鬆時使用
34.4%	To Create a Pleasant Atmosphere 營造愉快氛圍
30.5%	When an Energy Boost is Needed 需要提振精神時使用
22.6%	To Relax Before Bedtime 在睡前放鬆時使用
19.2%	Do Not Specifically Use Fragrance to Manage Mood 不會特別用香氛調節心情

Frequent Users Record a Higher Daily Mood Index Score

Fragrance is part of everyday life for many respondents. Among those who answered the usage frequency question, 71.8% use fragrance several times a week or more, while 46.5% use it almost every day. This report defines respondents who use fragrance several times a week or more as frequent fragrance users. Among these respondents, frequent users recorded an average Daily Mood Index score of 55.8, compared with 51.1 among the remaining respondents, a difference of 4.7 points.

Taken together, the findings present two complementary observations: respondents widely perceive fragrance as having a positive impact on their mood, and frequent users report a higher average Daily Mood Index score. These results indicate an association between fragrance usage frequency and everyday mood, but do not establish that fragrance use causes an improvement in mood.

香氛亦常見於與情緒相關的不同情境

43.6% 的受訪者會在放鬆時使用香氛，34.4% 會藉香氛營造愉快氛圍，30.5% 會在需要提振精神時使用，另有 22.6% 會於睡前放鬆時使用。這反映受訪者會因應不同的情緒需要使用香氛。

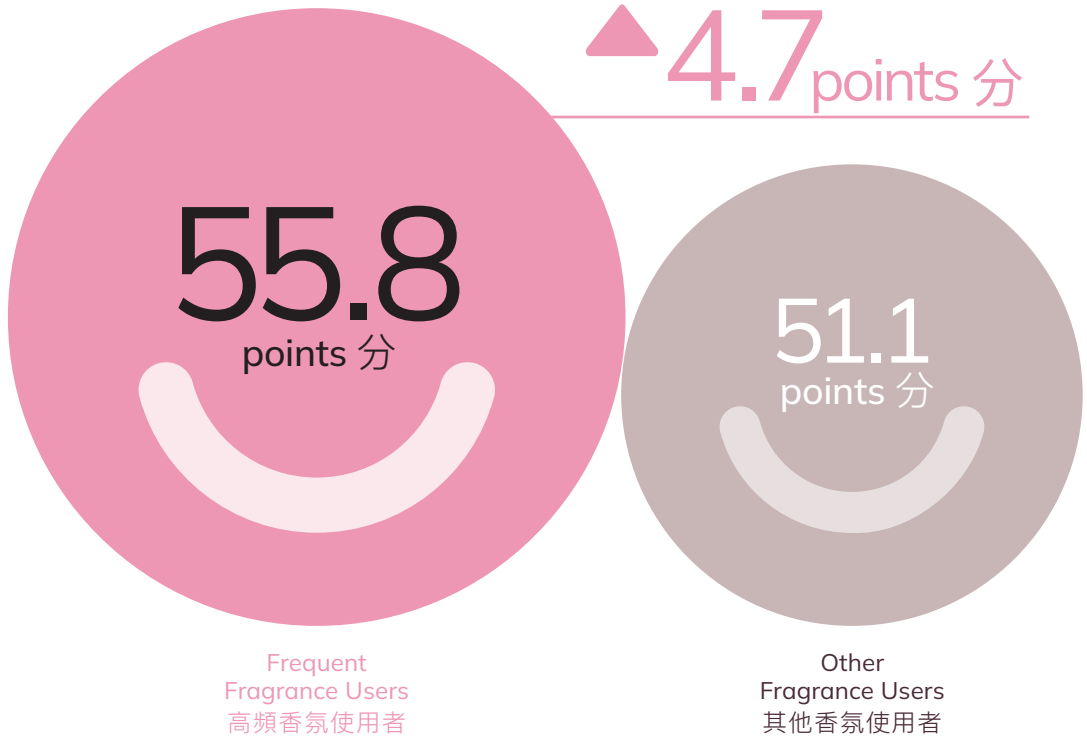
香氛亦已融入不少受訪者的日常生活

在有回答使用頻率的受訪者中，71.8% 每星期使用香氛數次或以上，46.5% 幾乎每天使用。本報告將每星期使用香氛數次或以上的受訪者界定為高頻香氛使用者。在有回答此題的受訪者中，高頻使用者的日常好心情指數平均為 55.8 分，其餘受訪者則為 51.1 分，兩者相差 4.7 分。

整體而言，香氛不僅與正面心情相關，亦常見於放鬆、營造愉快氛圍及提振精神等生活時刻。高頻使用者的好心情指數相對較高，呈現使用頻率與日常心情之間的關聯。

Daily Mood Index of Frequent Fragrance Users VS Other Fragrance Users
高頻香氛使用者與其他香氛使用者日常好心情指數比較

Frequent Fragrance Users Score Higher on the Hong Kong Daily Mood Index
高頻使用者的日常好心情指數高



Chapter 3

fragrance, lifestyle & future oppunities

香氛生活 與 未來機遇

3.1 Fragrance Thrives in Everyday Life 香氛生活力

Fragrance Use Spans Age and Income Groups

Fragrance use extends beyond specific occasions into everyday settings, offering sensory enjoyment as well as emotional and lifestyle experiences. This study defines frequent use as using fragrance several times a week or more. The findings indicate that a relatively high proportion of respondents across age and income groups use fragrance at this frequency, reflecting its place in their daily routines.

Frequent fragrance use is prevalent across multiple demographic groups. In each age group from 25 to 54, more than seven in ten respondents are frequent users, with the highest proportion among those aged 45–54, at 76.1%. The frequent-use rate among male respondents is 62.5%, indicating that everyday fragrance use extends beyond women and is also relatively common among men. Across the three groups with average monthly personal incomes between HK$20,001 and HK$50,000, frequent-use rates range from 76.5% to 83.6%, with the highest rate among those earning HK$30,001–40,000. Frequent use across income groups further suggests that everyday fragrance use is relatively widespread.

香氛融入不同年齡與收入群組

香氛的使用不限於特定場合，亦融入不同生活場景，其價值從感官享受延伸至情緒與生活體驗。本研究將「每星期使用數次或以上」定義為高頻使用。調查結果顯示，不同年齡及收入群組均有較高比例的受訪者高頻使用香氛，反映香氛已融入他們的日常生活。

高頻使用者的比例在多個群組中均維持於高水平。年齡方面，25 至 54 歲各組別均有逾七成受訪者屬高頻香氛使用者，其中以 45 至 54 歲組別最高，達 76.1%。性別層面上，男性受訪者的高頻使用率亦達 62.5%，反映日常用香並不限於女性，在男性群體中亦相當普遍。收入方面，個人每月平均收入介乎 HK$20,001 至 50,000 的三個組別，高頻使用率介乎 76.5% 至 83.6%，其中以 HK$30,001 至 40,000 組別最高。不同收入組別均有受訪者高頻使用香氛，反映日常用香已具一定的普及性。



Gender
性別

73.9%
Female 女性

62.5%
Male 男性

Profile of Frequent Fragrance Users (%)
高頻香氛使用者的特徵

Income
收入

83.6%
Monthly Personal Income of HK$30,001 - HK$40,000
個人每月收入HK$30,001至HK$40,000佔比

HK$20,001 – HK$30,000	78.7%
HK$30,001 – HK$40,000	83.6%
HK$40,001 – HK$50,000	76.5%

Age Group
年齡組別

>70%
In Each Age Group from 25 to 54
25至54歲各年齡組別佔比

25 – 34 歲	73.4%
35 – 44 歲	71.5%
45 – 54 歲	76.1%

Overall, everyday fragrance use extends beyond younger consumers and higher-income earners, spanning genders, age groups and income levels. Fragrance is more than a marker of taste for a particular group; it can also be a daily habit shared by people from different backgrounds.

整體而言，日常用香不限於年輕族群或高收入人士，而是見於不同性別、年齡及收入群組。香氛不只是特定群體的品味標誌，也可以是不同生活背景下共享的日常習慣。

Note: Frequent use refers to the use of fragrance products several times a week or more. Percentages are based on respondents within each group who answered the usage frequency question. Only selected age and income groups are shown.

註： 高頻使用指每星期使用香氛數次或以上。各組比例以該組有填答使用頻率的受訪者人數為基礎計算。以上僅展示部分年齡及收入組別。

3.2 Emerging Trends in Fragrance Consumption 香氛消費新趨勢

As fragrance becomes part of everyday life, its value extends beyond scent itself. Findings on everyday emotional needs, purchase considerations, brand discovery and interest in interactive experiences highlight opportunities for brands to connect product experience with daily life.

隨着香氛逐漸融入日常生活，消費者對香氛產品的期待亦不再局限於香氣本身。從日常情緒需要、選購考量、品牌接觸渠道及體驗興趣可見，香氛消費不只着重感官享受，亦重視產品體驗、情緒價值及與日常生活的連結。

Market Shift 1

Rest and Relaxation Open New Opportunities for Fragrance Positioning

"Feeling fresh and rested" recorded the lowest score among the Daily Mood Index items at 50.4, highlighting rest and vitality as areas for attention. With relaxation also a key reason for fragrance use, these findings suggest that fragrance positioning can go beyond scent preferences to address everyday needs for rest and relaxation.

For brands, the opportunity lies in building product selections, brand content and retail experiences around occasions such as unwinding after work, quiet time alone and bedtime routines. This can make fragrance more relevant to daily life and strengthen its role in self-care.

休息與放鬆需要，開拓香氛定位新機遇

「精神飽滿及休息充足」在日常好心情指數各項目中得分最低，僅為 50.4 分，反映休息與活力是值得關注的生活需要。同時，「幫助放鬆」亦是使用香氛的主要原因之一，顯示香氛定位不必局限於氣味喜好，更可回應日常休息與放鬆需要。

對品牌而言，圍繞工作後放鬆、獨處休息及睡前儀式等生活場景，設計產品組合、品牌內容及零售體驗，是讓香氛更貼近日常生活、強化其自我關懷角色的重要機遇。

Market Shift 2

Product Experience Is a Key Purchase Consideration

Fragrance longevity is the leading purchase consideration, cited by 67.7% of respondents, followed by suitability to personal taste (48.0%) and price (44.3%).

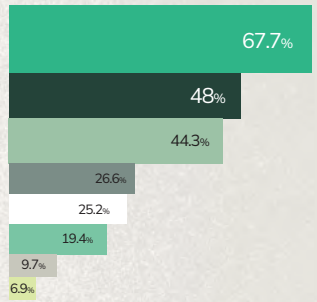
By comparison, brand awareness (25.2%), fragrance craftsmanship and quality (19.4%), packaging design (9.7%) and brand story or philosophy (6.9%) were selected less frequently. These findings highlight the importance consumers place on whether a fragrance delivers the experience and value they expect.

產品體驗是選購香氛的重要考量

香氛持久度是選購香氛產品的首要考量，獲 67.7% 受訪者選擇，其次為符合個人喜好（48.0%）及價格（44.3%）。

相比之下，選擇品牌知名度（25.2%）、香氛工藝與品質（19.4%）、產品包裝設計（9.7%）及品牌故事或理念（6.9%）的受訪者比例較低，反映消費者重視香氛能否提供符合預期的體驗與使用價值。

Considerations When Purchasing Fragrance Products (%)
選購香氛產品的考慮因素



67.7%
Fragrance Longevity
香氛持久度

48%
Personal Preferences
符合個人喜好

Price 價格	44.3%
Brand Distinctiveness 品牌獨特性	26.6%
Brand Awareness 品牌知名度	25.2%
Fragrance Craftsmanship & Quality 香氛工藝與品質	19.4%
Packaging Design 產品包裝設計	9.7%
Brand Story and Philosophy 品牌故事及理念	6.9%

3.2 Emerging Trends in Fragrance Consumption
香氛消費新趨勢

Market Shift 3

Content Sharing and In-Store Experiences Lead Brand Discovery

Social media content creators (63.7%) and in-store experiences (57.0%) are the two leading channels for discovering new fragrance brands, highlighting the importance of both content and first-hand experience.

Both were selected more frequently than advertising (17.8%) and official brand websites or membership communications (16.4%). For fragrance brands, content sharing and physical touchpoints can play complementary roles, creating opportunities for consumers to discover brands and experience their products in person.

內容分享與實體店體驗是探索新品牌的主要渠道

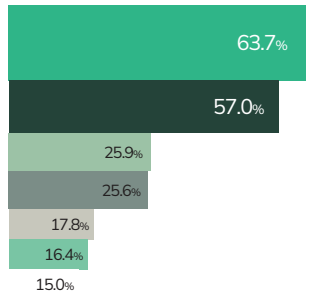
社交媒體內容創作者（63.7%）及實體店體驗（57.0%）是認識新香氛品牌的兩大主要渠道，反映內容分享與親身體驗在品牌探索過程中的重要性。

兩者的選擇比例均高於廣告（17.8%）及品牌官方網站及會員資訊（16.4%）。對香氛品牌而言，內容分享與實體接觸點可發揮互補作用，為消費者創造認識品牌及親身體驗產品的機會。





Main Channels for Discovering New Fragrance Brands (%)
認識新香氛品牌的主要渠道



63.7%
Social Media Content Creators
社交媒體內容創作者

57.0%
In-store Experiences
實體店體驗

Recommendations From Family & Friends 親友推薦	25.9%
Brand Events or Pop-ups 品牌活動及期間限定店	25.6%
Advertising 廣告	17.8%
Official Brand Websites & Membership Communications 品牌官方網站及會員資訊	16.4%
Online Forums 網上論壇	15.0%



3.2 Emerging Trends in Fragrance Consumption
香氛消費新趨勢

Market Shift 4

Interactive Fragrance Experiences Hold Strong Appeal

Fragrance discovery workshops attract the most interest (77.4%), followed by DIY fragrance-blending classes (45.7%) and brand events or pop-ups (45.5%).

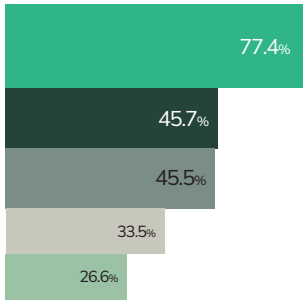
These findings suggest that consumers are interested in sampling, exploring and interacting with fragrance beyond purchasing products. Experiential activities can deepen their understanding of product characteristics and create memorable brand interactions.

香氛互動體驗具明顯吸引力

香氛產品體驗工作坊的參與意向最高，佔77.4%，其次為香氛調配DIY課程（45.7%）及品牌活動或期間限定店（45.5%）。

這反映消費者除購買香氛產品外，亦對試香、探索及互動體驗感興趣。體驗式活動可加深消費者對產品特性的了解，並留下鮮明的品牌印象。

Fragrance Activities of Interest
感興趣的香氛活動



77.4%
Fragrance Discovery Workshops
香氛產品體驗工作坊

45.7%
DIY Fragrance-Blending Classes
香氛調配DIY課程

Brand Events & Pop-ups 品牌活動或期間限定店	45.5%
Members-Only Offers 會員專屬優惠	33.5%
Fragrance, Wellbeing & Relaxation Activities 香氛與身心放鬆分享活動	26.6%



3.3 Market Opportunities & Industry Implications 市場機遇與產業啟示

Fragrance Across Sectors: From a Product Category to a Lifestyle Market

This study shows that fragrance is part of a range of everyday settings and is associated with relaxation, enjoyment and positive emotions. Its role is expanding beyond product function to everyday experience.

Fragrance is becoming an important growth driver in global beauty and personal care. Euromonitor International projects that it will contribute 23% of the market's growth between 2024 and 2029, reflecting its growing market significance.

China's fragrance market also continues to expand. According to the 2025 China Perfume & Fragrance White Paper, published by Eternal Group and Deloitte China, China's fragrance retail market is projected to reach RMB33.9 billion by 2028. Applications are extending beyond personal perfume to the home, clothing, cars and travel.

Hong Kong's fragrance market is also growing. According to Euromonitor International, retail sales reached HK$1.188 billion in 2025, up 4% year on year, with premium fragrances continuing to drive overall growth. Alongside this study, these developments highlight local consumer needs beyond scent itself, including relaxation, enjoyment, atmosphere and personal expression.

Overall, through product innovation, experience design and cross-sector collaboration, brands can bring fragrance into more everyday settings, address consumers' diverse needs around emotional experiences, atmosphere and personal style, and unlock opportunities in a fragrance-led lifestyle market.

香氛跨界延伸：從產品品類走向生活方式市場

本研究顯示，香氛已融入不同生活場景，並與放鬆、愉悅及正面情緒相連，反映其角色正由產品功能延伸至日常體驗。

全球香氛市場正成為美容及個人護理行業的重要增長動力。Euromonitor International 預計，2024 至 2029 年間，香氛將貢獻全球美容及個人護理市場增長的 23%，反映其日益重要的市場地位。

中國香氛市場亦持續擴張。根據穎通集團與德勤中國發布的《2025 中國香水與香氛行業白皮書》，中國香氛零售市場規模預計於 2028 年達到人民幣 339 億元。香氛應用亦由個人香水延伸至家居、衣物、汽車及旅行等生活場景。

香港市場同樣錄得增長趨勢。根據 Euromonitor International 資料，2025 年香港香氛市場零售額達 11.88 億港元，按年增長 4%，其中高端香氛持續帶動整體增長。結合本研究，本地消費者對香氛的需求不只在於氣味本身，亦涵蓋放鬆心情、提升愉悅感、營造生活氛圍及展現個人風格。

整體而言，透過產品創新、體驗設計及跨界合作，品牌可將香氛延伸至更多生活場景，回應消費者對情緒感受、生活氛圍及個人風格的不同需要，開拓以香氛為核心的生活方式市場。





3.3 Market Opportunities and Industry Implications
市場機遇與產業啟示

Industry Implications: Building a Fragrance-Led Art of Living Ecosystem

Fragrance market growth is driving a shift from standalone product sales towards an integrated art of living ecosystem. Brands can expand beyond personal perfume into home, personal care, fashion accessories, gifting and travel, building portfolios across occasions, needs and price points.

For retailers and commercial spaces, fragrance can connect beauty, fashion, home and cultural content through sensory experiences. Through multi-brand curation, cross-category displays and limited-time collaborations, department stores, shopping centres and lifestyle platforms can make fragrance more than a standalone product—enriching shopping experiences, attracting visitors, encouraging longer stays and creating cross-category purchasing opportunities.

Brands can draw on different strengths: international brands can build appeal through heritage and distinctive scent narratives, while local and private-label brands can combine local lifestyles, consumer habits, price positioning and retail channels to develop cross-category products and collaborations flexibly, expanding the scope and commercial potential of the fragrance-led art of living ecosystem.

產業啟示：建立香氛生活美學生態

香氛市場持續增長，推動產業由單一產品銷售走向更完整的生活美學生態。對品牌而言，機遇不僅在於個人香水，更在於延伸至家居、個人護理、時尚配件、送禮及旅行等品類，建立涵蓋不同場景、需要及價格帶的產品組合。

對零售及商業空間而言，香氛可透過感官體驗串連美妝、時尚、家居及文化內容。百貨公司、購物中心及生活方式平台可透過多品牌策展、跨品類陳列及期間限定合作，讓香氛從獨立商品延伸為豐富購物體驗的元素，吸引顧客到訪、延長停留時間，並創造連帶消費機會。

不同品牌可發揮各自優勢：國際品牌可憑藉品牌傳承及鮮明的香氣敘事建立吸引力；本地品牌及自有品牌則可結合本地生活方式、消費習慣、價格定位及零售渠道，靈活發展跨品類產品與合作企劃，拓展香氛生活美學生態的發展空間與商業潛力。

3.3 Market Opportunities and Industry Implications
市場機遇與產業啟示

Cross-Sector Collaborations: Connecting Fragrance with Experiences and Lifestyles

Luxury and Premium Retail

For luxury and premium retailers, the focus is not simply on adding fragrance brands or products, but on creating a clear discovery journey through curation, service and content — connecting brand storytelling, personal style and bespoke service.

Beyond product displays, themed scent discovery spaces, personalised fragrance consultations, exclusive experiences and member events can help customers find products suited to their preferences, occasions and gifting needs. By linking fragrance with fashion, accessories, beauty and home selections, these experiences can encourage cross-category discovery and purchases, attract visitors, extend dwell time and deepen brand engagement.

Case Study

- Hong Kong: Lane Crawford's Harbour City store features "Luxury Niche Perfume Street", bringing together international niche fragrance brands in a curated discovery space that goes beyond the traditional brand-counter format.

- Character collaboration: MCM Fragrance's collaboration with Hello Kitty combines character-led elements, immersive spaces and interactive experiences to bring a youthful dimension to fragrance events and encourage participation and brand interest.

香氛跨界合作：融入不同行業場景、體驗與生活方式

精品與高端零售

對精品及高端零售商而言，重點不只在於增加香氛品牌或產品數量，而是透過策展、服務及內容建立清晰的探索路徑，連結品牌故事、個人風格與專屬服務。

除產品陳列外，零售商可透過主題試香空間、個人化香氛諮詢、限定體驗及會員活動，協助顧客按個人偏好、生活場合及送禮需要探索產品。這類體驗可串連香氛與時裝、配飾、美容及家居選品，促進跨品類探索與消費，並吸引顧客到訪、延長停留時間及促進品牌互動。

案例研究

- 香港：Lane Crawford 海港城店設有「Luxury Niche Perfume Street」，集合多個國際小眾香水品牌，將香氛由單一專櫃發展為具策展性的零售探索專區。

- IP 合作：MCM Fragrance 與 Hello Kitty 聯乘，透過角色元素、沉浸式空間及互動體驗，為香氛活動注入年輕化內容，帶參與度及品牌關注。





3.3 Market Opportunities and Industry Implications
市場機遇與產業啟示

Lifestyle Retail

The continued appeal of lifestyle stores reflects demand for one-stop shopping experiences that combine aesthetics and practicality. Bringing together fragrance, homeware, stationery, personal care and everyday accessories, these stores help consumers explore products for different everyday settings.

This format helps fragrance brands broaden their product ranges. Personal perfumes can sit alongside home diffusers, candles, fragrance sprays, hand care and travel products, complemented by textiles, tableware or storage accessories to create a cohesive lifestyle presentation and shopping experience. Context-led curation and displays can encourage cross-category discovery and complementary purchases, making fragrance a more natural part of daily life.

Hotels and Serviced Residences

Hotels and serviced residences can use fragrance to create a consistent, distinctive guest experience from arrival through to departure. Beyond lobbies and guest rooms, fragrance can be incorporated into welcome services, bathroom amenities, relaxation areas and special touches. It can also extend the experience into guests' everyday lives, supporting hotel retail and brand extensions.

Case Study

Hotel amenities partnership: Acca Kappa will partner with Marriott International and IHG Hotels & Resorts in China in 2027 to provide hotel toiletries, further integrating the brand into the guest experience.

生活方式零售

生活方式零售店持續受歡迎，反映市場對一站式、兼具美感與實用性的購物體驗需求。這類店舖結合香氛、家居用品、文具、個人護理及日常小物，讓消費者按生活場景探索產品。

此模式有助香氛品牌拓展產品組合。個人香水可與家居擴香、蠟燭、香氛噴霧、護手及旅行用品共同陳列，配搭布藝、餐具或收納用品，營造連貫的生活風格與購物體驗。透過場景化選品及陳列，可促進跨品類探索與連帶消費，讓香氛更自然地融入日常。

酒店與服務式住宅

酒店及服務式住宅可透過香氛塑造從抵達至離店連貫而具辨識度的旅居體驗。除大堂及客房外，香氛亦可融入迎賓服務、浴室用品、休憩空間及禮遇安排，並將住宿體驗延伸至賓客日常，為酒店零售及品牌延伸建立基礎。

案例研究

酒店洗護用品合作：Acca Kappa 將於 2027 年在中國市場與萬豪國際集團及洲際酒店集團合作，提供酒店洗護用品，進一步融入賓客的旅居體驗。

3.3 Market Opportunities and Industry Implications
市場機遇與產業啟示

Dining Venues

Dining venues can incorporate fragrance-inspired elements into menus, signature drinks and seasonal promotions. Fragrance notes, ingredients and brand stories can inspire food pairings and culinary creations, with chefs and mixologists interpreting citrus, tea, herbs, flowers and fruit through layered sensory experiences. These collaborations bring fragrance discovery into interactive settings, adding a new dimension to the overall brand experience.

Case Study

Hong Kong: Eternal Group and LKF Concepts launched “Where Spirits Collide” for Christmas 2025. Centred on the shared concept of “Spirits” across fragrance and drinks, the initiative brought fragrance into menu design, festive activities and customer experiences.

餐飲場所

餐飲場所可將香氛元素融入菜單、特色飲品及季節推廣。香調、原材料及品牌故事可為食材配搭與餐飲創作提供靈感，由主廚及調酒師將柑橘、茶、香草、花卉及水果等元素演繹為層次豐富的感官享受。這類合作讓賓客透過互動探索香氛，為整體品牌體驗增添感官層次。

案例研究

香港：穎通集團與 LKF Concepts 於 2025 年聖誕節推出「Where Spirits Collide」企劃，以香水與餐飲共享的「Spirits」概念為主題，將香氛延伸至餐飲設計、節慶活動及顧客體驗。





Arts and Cultural Spaces

Fragrance can support curation and spatial storytelling in arts and cultural spaces, connecting memory, time, place and emotion to engage visitors through smell as well as sight. Combined with architecture, installations, lighting and narrative themes, it can convey shifts in an exhibition’s pace and emotional atmosphere. This approach also applies to historic buildings and cultural landmarks, and can extend to guided experiences and content creation.

Case Study

China: NOSE IDEA, Eternal Group’s olfactory art platform, collaborated with Amanyangyun in Shanghai to present “The Rings of Time” fragrance art exhibition at the historic No. 15 Antique Villa. Inspired by the growth rings of ancient trees, the exhibition explored how fragrance can extend beyond product experience to become a form of artistic expression and emotional communication.

文化藝術空間

香氛可作為文化藝術空間的策展及空間敘事媒介，連結記憶、時間、地方感與情感，讓觀眾透過視覺與嗅覺參與展覽。結合建築、裝置、燈光及敘事主題，香氛可傳達展覽節奏與情緒氛圍的轉變。這種手法亦適用於歷史建築及文化地標，並可延伸至導賞活動及內容創作。

案例研究

中國：穎通集團旗下嗅覺藝術 IP「NOSE IDEA」與上海養雲安縵合作，於歷史建築 No. 15 Antique Villa 呈獻「The Rings of Time」香氛藝術展覽。展覽以千年樹輪為靈感，展示香氛如何由產品體驗延伸為藝術表達及情感語言。

Conclusion
總結

The fragrance market is evolving from a product-led consumer category into a lifestyle market closely connected to everyday life and emotional wellbeing. Consumers are looking beyond scent itself, seeking fragrance to help them relax, enhance their mood, express their individuality and create atmosphere in everyday spaces. As usage occasions and purchase motivations continue to change, new market opportunities are emerging.

香氛市場正由以產品為主的消費類別，逐步發展為與日常生活及情緒健康緊密相連的生活方式市場。消費者對香氛的需求不再限於氣味本身，亦涵蓋放鬆心情、提升愉悅感、展現個性及營造生活氛圍。隨著應用場景與消費動機持續變化，市場亦迎來新的發展機會。

Growth opportunities extend beyond personal fragrance sales. As fragrance becomes increasingly integrated into the home, personal care, retail experiences, dining, hospitality, arts and culture, its value extends to driving cross-category sales, enhancing customer experiences and building brand differentiation. For brands, the priority is to offer the right product mix and thoughtfully designed experiences that meet consumers' needs across different everyday contexts.

增長機會亦不再局限於個人香水銷售。隨著香氛融入家居、個人護理、零售體驗、餐飲、酒店及文化藝術等場景，其價值進一步延伸至帶動跨品類銷售、提升顧客體驗及建立品牌差異。對品牌而言，關鍵在於以合適的產品組合及精心設計的體驗，回應消費者在不同生活場景中的需要。

Looking ahead, product innovation, personalised services and cross-sector collaboration will continue to drive market development. Brands that effectively bring together products, spaces, content and service experiences will be better positioned to build lasting consumer relationships and expand the role of fragrance within the art of living ecosystem.

展望未來，產品創新、個人化服務及跨界合作將持續推動市場發展。能夠有效結合產品、空間、內容與服務體驗的品牌，將更有條件與消費者建立長期關係，並拓展香氛在生活美學生態系統中的角色。

Sources
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Data Notes
數據註釋

Findings reflect the surveyed sample. Data on mood and fragrance experiences are based on respondents' subjective perceptions. Observed associations, including differences in Daily Mood Index scores between fragrance usage groups, do not establish causation.

研究結果反映本次受訪樣本的情況。有關心情及香氛體驗的資料均基於受訪者的主觀感受。研究所呈現的關聯，包括不同香氛使用群組之間的日常好心情指數差異，並不代表因果關係。

Percentages are based on valid responses to each question or within the relevant subgroup; sample sizes may vary. Percentages for multiple-response questions may total more than 100%. Unless otherwise stated, figures are rounded to one decimal place. Due to rounding, percentages may not total 100%, and combined percentages and group differences may differ slightly from calculations based on the displayed figures.

百分比按各題或相關組別的有效回答人數計算，樣本數可因題目及組別而異。多選題的百分比合計可超過 100%。除另有註明外，數值保留一位小數。由於四捨五入，百分比總和可能不等於 100%，合併比例及組間差異亦可能與按所列數值直接計算的結果略有差異。