

# Global Shopper

## Connections 2

### Luxury Fragrances



JCDecaux OneWorld  
Your world connected

$\frac{1}{3}$

of our Global Shoppers buy fragrances at least once a month



Fragrances is an equally popular purchase among men and women



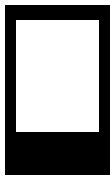
68%

of Fragrance spending is done at the airport



Out of those who notice advertising when abroad,

98%



pay special attention to Out-of-Home (OOH) advertising



Shoppers from Saudi Arabia, the UAE and Brazil are likely to spend the same amount on perfume at the airport and in the city



83%

of Global Shoppers are open to influence before making a final brand choice while shopping

85%

of Brazilian Global Shoppers buy fragrances for themselves