

CASE STUDY

MEIYUME RETAIL SOLUTIONS – AROMA SHOOTER®

February 2023



THE VISION

At Meiyume, we aim to revolutionize the retail shopping experience by enhancing it through our digitalized solutions – introducing ground-breaking technologies to suit the need of any beauty brand. With a focus on experiential retail, we understand the power of immersive shopping – designing solutions that engages audiences and enhance the consumer experience.

Through the power of scent, our Aroma Shooter® is designed to evoke emotions and memories and create a positive association with a brand or product, increasing its perceived value.

By integrating the Aroma Shooter® into various retail environments, we can help beauty brands create an emotional connection with customers and increase brand loyalty - standing out in an increasingly competitive landscape.

THE BACKGROUND

According to a report by [MarketsandMarkets](#), the global market for scent marketing is expected to grow from \$1.24 billion (2020) to \$2.19 billion (2025), at a CAGR of 12.1% during the forecast period. From a digital perspective, the digital scent technology market share is expected to increase from USD\$1 billion (2021) to USD\$1.5billion (2026), with a CAGR of 9.2%.

Additionally, the [global smart retail technology market](#) is forecasted to grow from \$22.6 billion in 2021 to \$68.8 billion by 2026, with a CAGR of 24.9%. These optimistic forecasts provides a compelling justification for beauty brands to incorporate beauty technologies into the retail store to target the 5 senses, immersing shoppers in a retail space.



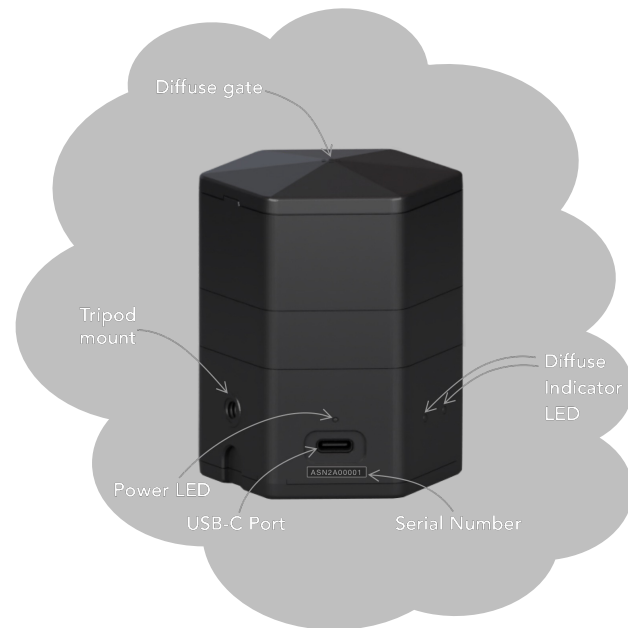
THE SOLUTION

This aroma shooter® is a Wi-fi, USB & Bluetooth-enabled device that allows consumers to trigger a solid-state fragrance spray, eliminating the need for liquid or gaseous media to release scents. This allows for greater flexibility and precision in scent diffusion, making it a more versatile and efficient option than traditional diffusers. It can hold up to 6 dry fragrance cartridges, which can be easily replaced anytime. Each cartridge has a lifespan of 3,000 sprays and can be custom-made for different brands' fragrances with no minimum order quantity. The aroma shooter® is designed to be very compact, being below 8cm in height and 6cm in width. Despite its small size, it has an impressive fast scent-switching time of 0.1 seconds and a diffusing distance of 60cm.

Additionally, this device allows scents to be more easily controlled and integrated into digital systems, bringing aroma into the digital landscape and allowing it to be used in the same space as images, words, and sounds. It has the function of being seamlessly integrated with smartphones, virtual and augmented reality equipment, internet of things devices, and point-of-sale displays. This aids in the aesthetic design and functionality of the retail experience by engaging shoppers and allowing them to take home the scent of beauty.



1 - 20%
2 - 60%
3 - 70%

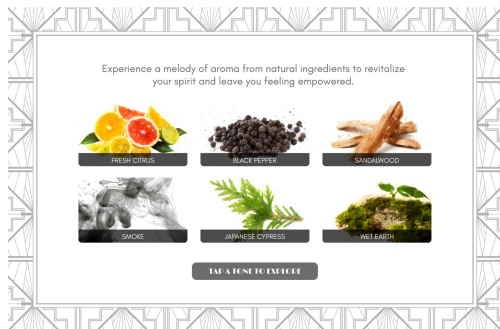


RESULTS

CASE STUDY

Meiyume recently designed an interactive display incorporating Aromajoin Corporation's Aroma Shooter® at our [Meiyume Singapore Showcase 2022](#) – our exclusive event that exhibited heritage-inspired beauty for the next generation across skincare, fragrance, colour cosmetics, and travel retail.

This olfactory application was created to include 6 unique scents. Users can interact with the gadget to enjoy a variety of fragrances with a click of a button.



THE FUTURE

[Meiyume](#) offers a wide range of retail solutions that are available for our clients to adopt and integrate into their retail environment. These solutions are designed to meet the unique needs and requirements of beauty brands and can be easily customized to suit any business environment. From smart inventory management, to digitalized hardware and data-driven software, we have the expertise and resources to help you achieve your brand's goals.

