

Trend Report 2024

28th edition

Welcome to the latest issue of our bi-monthly News Flash.

Here we report on the most important new launches in global home care, home fragrance, personal care and fine fragrance. Enjoy insights on product trends and market drivers and explore updates on key launches that will help you stay on top of 'what's new' on shelf.



In Focus: Fragrance

From the new wave of 'edible' perfumes to smelling 'expensive' and 'loud budgeting' with dupes and affordable formats: perfume is captivating consumers at every level.

From budget to blowout, fragrance is booming across price points as consumers shop across a variety of brands, from premium to private label. On the back of three years of double-digit growth in prestige perfumery – which continues to thrive – the mass segment has also started to catch up as dupes and affordable formats like body sprays experience a new burst of growth. This is where the fragrance industry shines: one side is not succeeding at the cost of the other, it is thriving on the variety of premium options and budget alternatives it offers, and as such is poised for yet another successful year ahead.

For the heritage prestige brands, the premiumisation trend continues to work well, further pushing the demand for luxury fragrances. Closely linked to this is the change in fragrance concentrations - we started with eau de parfum, then we switched to parfum and intense versions, and now we have elixirs.

Mood-boosting fragrances continue to take a place in the spotlight, and nostalgic, comforting scents have reached peak popularity, but perfumery is not just a fair-weather friend. A counter-movement is being increasingly explored within artistic niche perfumery in which fragrance navigates difficult or suppressed emotions, or even triggers or unlocks feelings of discomfort. Perfume that helps us grieve, makes us reflect on the human experience, or even identify with our 'shadow selves' is the unexpected niche movement on the rise, as consumers grow increasingly attracted to perfumes that offer greater individuality and self-expression

Global fragrance market value and growth

The market sector is worth \$64.4 billion US dollars and grew 11.7% in 2023 according to Euromonitor International.

Source: Cosmetics Business

Growth in every sector

The premium sector registered +12.2% growth overall and within the premium sector the Men's category grew +12.1%, the Women's category grew +11.9% and the Genderless category grew +12.2%. The Mass fragrances market grew +10.8% to be worth \$21.9bn (US dollars).



Gourmand fragrances are dominating trends

Vanilla mainstreamed as the big fragrance obsession last year, and it turns out it was just the start of our renewed fixation with scented sweet treats. Brands are offering unique blends of 'edible' notes, as the trend wafts through bakeries, patisseries and sweet shops, picking up delectable accords and balancing them with woods, musks and elements of the unexpected.

Europe's top women's and men's launches

Burberry Goddess and YSL Myself were Europe's number 1 launches last year followed by Jean Paul Gaultier Divine and Jean Paul Gaultier Le Male Elixir at number 2, with Carolina Herrera Good Girl Blush and Paco Rabanne Invictus Victory Elixir at number 3.

HOME CARE

Limited Edition Zoflora Multipurpose Cleaners

Trend Notes: Cleaning is a chore so making it fun with new scents makes this ongoing task more enjoyable – something which Zoflora understands with its continual injection of new variants - this time tapping the trend for sweet-fruity notes that are also influential in fine fragrance this year.

Introducing the sweet & juicy fragrance of Sweet Nectarine & Vanilla. Exclusively available Home Bargains UK.

Enjoy a juicy fruity blend of nectarine and apricot, combined with orange blossom, jasmine and musk.



HOME CARE

Comfort (UK) Scent Booster Elixirs

Trend Notes: Hitting UK shelves are 3 NEW fabric conditioners and Scent Booster Elixirs from Comfort (Unilever). Every area of fragrance is getting a glow-up this year and the household aisles are no different. Elixirs and intense versions are trend in fine fragrance and in home care too!

Brand info: Sophisticated fragrances that leave you feeling uplifted. This laundry scent booster elevates your everyday moments with long-lasting botanical freshness that blooms...

With rose petals, bergamot and lily of the valley. **(First Blooms collection).**

With sweet honeysuckle, sensual jasmine and luscious orange blossom. **(Summer Bouquet collection).**

With sensual patchouli and heady lavender blended with oriental sandalwood. **(Heavenly Fresh collection).**



HOME CARE

Persil Wonder Wash range

Trend Notes: Consumers are increasingly aware of the cost of electricity and water – both because of global price increases and environmental concerns, as well as many people having less and less time due to other pressures; from work to children, so this new home care launch taps into multiple trends and finds a solution using technology to give back the luxury of time to its users whilst still providing its core function; to get laundry clean.

Launch story: We know time is precious, and that's why we're proud to present our first ever laundry detergent that's designed to excel in short cycles, providing an effective clean in just 15 minutes.

The new range is available in 3 variants: Speed Clean Non Bio, Odour Defy and Ultra Care, featuring fast-acting PRO-S technology*, which removes invisible dirt and sweat, leaving your clothes clean and fresh.



HOME FRAGRANCE

DW Home

Trend Notes: destination scents are still trending as consumers look to bring specific holiday vibes to their home scent environment.

Lake Como, Italy

Ciao bella! Crashing waves welcome you to the emerald vibrancy of deep sea water cascades over salt-bleached woods and sun- warmed sands as sea kelp floats upon the white caps and salted sea mist fills the air.

Maui, Hawaii

Say Aloha to the scent of island mango and tropical passionfruit infused with effervescent orange, sun-blushed papaya and sweet berry that takes you on a journey of crystal blue beaches and beautiful sunsets.

Tulum, Mexico

Take a trip to a white sand beach with the scent of luscious mango and tropical papaya swirled with juicy melon accents, golden pineapple and fresh kiwi amid sugared guava touches and sweet island sugar cane

Santorini, Greece

Escape to cobalt blue waters and white washed island buildings with the invigorating scent of fresh-squeezed summer lemon swirled with a dash of vibrant lime zest



HOME FRAGRANCE

GOOSE CREEK

Trend Notes: The boardwalk, summer pier theme is an iconic US trend. It's linked to nostalgia, fun and simpler times – filled with summer happiness and generally super sweet scents reminiscent of candy with a smattering of ocean breezes.

Orange Cream Sherbet

Everything's looking sunny and sweet with this summertime treat! Indulge in this blend of juicy orange, sugared peach and creamy vanilla.

Juicy Orange, Soft Peach, Sugar & Creamy Vanilla

Seafoam & Seashells

A refreshing blend of sparkling seafoam, coastal melon and watery aloe combine together to take you to a day at the beach.

Seafoam, Aloe, Melon, Blooms & Waters

Cotton Candy

The nostalgic aroma of carnival candy fills the air. The freshly spun Cotton Candy is delicious!

Warm Spun Sugar, Blue Raspberry, Strawberry & Pink Berries.

Boardwalk Cone

Spend the day at the boardwalk! The smells of sweet ice cream and warm waffle cones fill the air.

Blueberries, Blackberries, Strawberries, Waffle Cone, Caramel & Vanilla





HOME FRAGRANCE

Brooklyn Candle Studio Satsuma Summer

Trend Notes: Bright citrus notes in home fragrance are trending just as much as they are in fine fragrance. This brand releases a new limited edition scent each month to capture seasonal notes and themes. With its infusion of orange flowers and musk this certainly leans into the more sophisticated side of the sweet and sparkling new launches we are seeing in 2024. Interesting that they have also added in a functional benefit of the scent when they suggest when to burn the candle.

TOP NOTES: Satsuma, Neroli

MIDDLE NOTES: Bergamot, Orange Blossom

BASE NOTES: Blonde Woods, Soft Musk

Satsuma Summer captures a carefree sun-kissed afternoon: bright, energizing notes of juicy satsuma mandarin and zesty bergamot flirt with the subtle floral aromas of neroli and orange blossom over a tranquil base of blonde woods and soft musk.

Perfect for burning:

- During your early morning yoga practice
- While working from home to stay energized and alert



HOME FRAGRANCE

LAFCO Absolute Star Jasmine

Trend Notes: Jasmine goes for a lusher vibe – using the main ingredients specific provenance as way to capture a new idea on a much-loved floral note.

A burst of sparkling bergamot opens up the Jasmine Absolute fragrance, framing a bouquet of just-cut fresh flowers. Crisp, aromatic rhubarb balances the earthy sensuality of jasmine, as vanilla infuses a veil of sweetness to the warmth of resinous woods.

STAR JASMINE Origin: India. Jasmine absolute (*Jasminum grandiflorum*) blooms from the southern side of the Himalayas, nurtured with the help of sultry heat and tropical rains. Celebrated as a primary ingredient in fine perfumery, it is intensely floral, sweet and tenacious, with lush white petals that are infused with a deep richness and musky undertones. This exhilarating, sensual aroma has long been prized for awakening the spiritual nature of romance.





PERSONAL CARE

The Body Shop LIMITED EDITIONS Bluebell & Yuzu

Trend Notes: The Yuzu collection launched in Europe and S.E. Asia – where the fruit is very popular and the summers are hotter, whilst the Bluebell range launched in the same regions plus the UK market.

Bluebell range includes; a Fragrance Mist, Shower Gel, Hand Cream and Body Butter Melt

Launch story: Meet our delicately refreshing limited edition Bluebell range. Dewy, aquatic, floral notes that instantly transport your mind to breezy woodland walks in the sunshine. It's made with 90% natural origin ingredients, including Community Fair Trade organic aloe vera from Mexico. Oh, and it's registered with The Vegan Society, too.

Yuzu range includes; a Fragrance Mist, Shower Gel and Water-Gel Body Yoghurt.

Launch story: Start your day feeling instantly summery with our limited-edition Yuzu range. This blend is enriched with extract of yuzu peel, cultivated in Japan. Did you know that yuzu fruits contain three times as much vitamin C as lemons? No wonder we're so obsessed with them Not to mention it's made with 95% natural origin ingredients, including Community Fair Trade organic aloe vera from Mexico. Oh, and it's registered with The Vegan Society, too.



PERSONAL CARE

Isle of Paradise body care launches

Trend Notes: It's the year of body care (according to Pinterest search trends) and brands are still looking at barrier repair as a key trend. Body scrubs and 'everything showers' are so popular that repairing and hydrating skin has become a key consumer demand. The new Beautifully Balanced Body Collection from Isle of Paradise is designed to indulge the senses while providing deep hydration.

Beautifully Balanced Body Oil Cleanser is formulated with ceramides, panthenol, and cica to cleanse and moisturize the skin through a creamy lather enveloped with a woody amber scent.

Beautifully Balanced Body Butter is infused with chamomile, lavender, and vanilla to improve the texture of the skin and repair the barrier's function for deep hydration and healthier skin



PERSONAL CARE

Fa Limited Editions: Caribbean Wave + Bali Kiss

Trend Notes: Brands are keen to bring the sunshine straight into consumers showers this year – mango is a winning fruit in 2024 and orange blossom brings extra warmth with its sunny scent.

Bali Kiss: Take a tropical journey from your shower with our exotic mango and vanilla scent.

Caribbean Wave: Dare to explore the refreshing citrus & orange scent of faraway islands and take a dive in the paradise beaches of the Caribbean.



OUAI St Barts Hair & Body Mist

Trend Notes: This fragrance has become a huge favourite with consumers and has sold out in body care more than once. The brand has brought the scent to a hair and body mist – more aimed at being a hair care product that’s also safe for use as a fragrance mist.

Created to bring the scent of the beach to consumers’ haircare routines. The vegan, paraben-free, colour-safe, and keratin-safe product features top notes of orange oil, ocean breeze accord and dragon fruit, middle notes of orange blossom, sampaguita, and tuberose, and base notes of Baltic amber and musk





PERSONAL CARE

Victoria's Secret BARE MAGNOLIA

Trend Notes: Magnolia is one of the most popular creamy flowers on the fragrance scene and this is the third scent – and second flanker launched by the brand after last year's Rose creation. Designed to smell different on each individual's skin – which was the unique selling point that propelled Glossier's You scent into a TikTok sensation.

Bare Magnolia: This softness becomes you. A creamy extension of the original, Bare Magnolia Eau De Parfum borrows Bare's blend of proprietary musks to mix with your body chemistry for a unique, lasting signature. The fragrance opens with the bright, yet delicate bloom of orange flower. This upcycled extract is responsibly derived from the distilled water of the tree's essential oil production that lends to forming a natural freshness. The heart of the scent is a truly special union of magnolia wood. A sensual aura is created through luminous floralcy and textured comfort. Subtly sweet vanilla smoothly diffuses against the warmth of skin, seamlessly blending with musks at the base.



UPCYCLED ORANGE FLOWER
MAGNOLIA WOOD
VANILLA MUSK



UPCYCLED ORANGE FLOWER
MAGNOLIA WOOD
VANILLA MUSK



PERSONAL CARE

Sol De Janeiro 2024 Summer Body Mists

Trend Notes: One of the hottest trio of body mists. Every summer Sol De Janeiro launches a new collection of limited-edition scents – that its fan base goes absolutely wild for! The scents are always linked to the brands tropical heritage.

Sunbathers by the sea. The first sip of cool coconut milk. Lush palm trees swaying in the wind. **Beijos de Sol Perfume Mist** is inspired by the joyful spirit of Copacabana Beach. Tropical and fresh, this tempting fragrance opens with a delightful burst of peach skin, while coconut milk and frangipani petals come together at the heart. Solar woods fill the air.

In the car with the top down. Pulsating samba sounds. The discovery of Prainha Beach. **Summer é Amor Perfume Mist** is inspired by the rush of a spontaneous getaway with friends—a nod to the social nature of Brazilians. Warm and energetic, this vivid fragrance opens with the undeniable comfort of creamy almond followed by a surge of invigorating orange flower. A spark of sun kissed woods.

Streets lined with fruit stands. The sound of laughter lingers. Warm rays glisten on skin. **Carioca Crush Perfume Mist** is inspired by the charismatic energy of strutting down the bustling Avenida Mem de Sá. Juicy and captivating, this vibrant fragrance opens with a flirty pop of crisp pear mingling with a floral heart of pink violet. Grounded in the warmth of white cedarwood.



Molton Brown Sunlit Clementine & Vetiver

Trend Notes: This scent brings the lightest, brightest and sweetest notes of clementine alongside vetiver to bring lasting power. This Summer's fragrance launches are still tapping into the sunshine infused vibes and positivity that citrus notes bring.

Made for all; a feel-good, citrus-woody fragrance. Your summer state of mind. Sparkling clementine lifts the creaminess of fig leaves, grounded by hills of ripe citrus trees bathed in golden sun. Hazy morning air, brightly vibrating with the fresh-faced vigour of sparkling clementine, juicy mandarin and lime. Warm, creamy fig leaves and roasted hazelnut smoothly branch into nature's earthy notes of moss and the richest, smoky, sustainably grown Bourbon vetiver; a lingering trail of easy refinement. Spend every day in endless summer; live the good life. Beaming. Zesty. Feel-good.



FINE FRAGRANCE

Kayali Vacay in a Bottle

Trend Notes: Your passport to paradise is the story behind these new limited-edition scents. Wanderlust gone wild – with 4 fragrances designed to wear alone or layer up for unique tropical creations.

Marrakesh in a Bottle Orange Blossom | 24 Eau de Parfum brings a sensual, mysterious, and warm vibe. The fragrance includes Bergamot, Orange Blossom, Pink Pepper, Turkish Rose, Neroli, and Cedarwood.

Capri in a Bottle Lemon Sugar | 14 Eau de Parfum shares a bright, addictive and sugary cocktail. The fragrance blends notes of Lemon, Sugar, Freesia, Raspberry, Vanilla, and Musk.

Maui in a Bottle Sweet Banana | 37 Eau de Parfum charms with its sweet, solar, and blissful accords. The addictive scent of Sweet Banana, is combined with Pear, Coconut Cream, Jasmine, Sandalwood, and Vanilla

Maldives in a Bottle Ylang Coco | 20 Eau de Parfum shares the serene, aquatic, and refreshing moments of summer. The fragrance combines Rosemary, Wild Lemon, Starfruit, Banana Blossom, Ylang-Ylang, and Coconut Milk.





MEN'S FRAGRANCES

NEW LAUNCHES

A*Men Fantasm Bergamot, Citruses, Pink Pepper, Grand Cru Dark Chocolate, Clary Sage and Patchouli.

Kenzo Homme Santal Marin Marine Chord, Provencal Lavandin, Sandalwood and Guaiac Wood.

Cerruti 1881 Vivo Nigerian Ginger SFE, Cardamom, Apple, Pink Pepper SFE, Rum SFE, Sesame Absolute, Marigold, Haitian Vetiver, Saffron and Ambroxan.



WOMEN'S FRAGRANCES

NEW LAUNCHES

Kylie Jenner Cosmic Star Jasmine, Blood Orange, Golden Amber Accord And Red Peony Accord, Vanilla Musk Accord and Cedarwood.

By/rosie jane MISSY Frangipani, Green Mandarin, Coconut, Pineapple and Amber.

Vanilla Candy Rock Sugar | 42 Vanilla, Pear, Marshmallow, Rum, Violet Leaves, Ylang-Ylang, Bubble Gum, Jellybean, Caramel, Jasmine, Labdanum, Sugar, Patchouli, Tonka, Cashmere Wood, Vetiver and Sandalwood.



Premium, Indie + Niche Fragrances

AMOUAGE GUIDANCE 46 EXCEPTIONAL EXTRAIT

It's a dance between light and dark, soft and strong. The addition of Bitter Almond and Pink Pepper adds a playful twist, making the Pear and Hazelnut all the more intriguing. As the scent deepens, it blooms with Rose, Saffron, Sambac Jasmine, and Osmanthus, creating a rich, luxurious heart that truly engulfs you.

What's more, Frankincense, known for its mystical qualities, guides the scent into deeper, more mysterious territories. The base notes—Georgywood, Cypriol, Vanilla, Sandalwood, Cistus, Ambergris, and Akigalawood—add a creamy, woody richness that lingers on your skin, leaving a lasting impression.

Concentration: Extrait de Parfum containing 46% pure perfume oils

Top notes: Pear, Frankincense, Hazelnut, Rose Water, Pink Pepper, Bitter Almond

Heart: Saffron, Rose, Sambac Jasmine, Osmanthus

Base: Cistus, Sandalwood, Akigalawood, Ambergris, Vanilla, Ambrette, Georgywood and Cypriol





Premium, Indie + Niche Fragrances

SNIF ROSE ERA

Step into your Rose Era with a fruity, floral scent made for the modern muse. Designed by the iconic Monet McMichael, the silky blend of dewy roses, strawberry, pear, ambrette seeds and clean laundry will take you from rose-colored glasses to pure petal vision.

Rose, strawberry, clean laundry accord, ambrette seeds, pear, white moss, saffron, and orcanox.





Premium, Indie + Niche Fragrances

AKRO GLOW

Akro Glow is a sweet amber woody fragrance from Akro, a French perfume brand that started with vices in 2018 but has since expanded its range of inspirations. The new Glow is a fragrance for partygoers.

Akro Glow is a fragrance for nightclub regulars, wearing which you will, presumably, attract others and favourably distinguish yourself from them by your fabulous scent.

"It's never been easier to become the life and soul of the party. Inspired by those late-night escapades where you can try on a new character among a sea of strangers, this warm and sensual scent ensures that every evening is one to remember."

Top note is Pink Pepper;

Middle note is Incense;

Base notes are Vanilla and Amber.



To brainstorm what these launches could mean to you get in touch with us:

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Holland Aromatics is a modern, internationally oriented Dutch fragrance company focused exclusively on the development and the production of fragrances for each purpose.

Since its founding in 1984 Holland Aromatics has grown into an international fragrance company with sales in more than 60 countries. The key to this remarkable success is simple: passion.

