



TREND REPORT 2021

19th edition

Welcome to the latest edition of our trend report.

Here we report on the most important new launches in global home care, home fragrance, personal care and fine fragrance. Enjoy key insights from our news & trends section, plus a concise roundup of updates on key launches that will help you stay on top of what's new on shelf.



NIVEA's new MagicBARs have launched as part of the brand's wider sustainability mission. One Skin. One Planet. One Care. The launches include; Refreshing; Almond Oil and Blueberries, Radiance; Rose Extract and Vitamin E and Exfoliating with Charcoal.

US beverage company Vita Coco has tried its hand at making beauty products with the launch of its debut hair care line. The specialist in coconut water, and B Corp-certified brand, has used the same key ingredient for its beauty collection, coconut, as well as some added hair-nourishing ingredients.

To celebrate the coming of summer, **Jo Malone London** has launched a new limited-edition collection inspired by nostalgic scents of traditional British flowers and fruits: **The Marmalade Collection**. The line-up pays homage to the seasonal rhubarb, rose, orange, elderflower and blackberry,

Introducing Airzai's Essential Oil Natural Home Care Collection. The indie cleaning brand is powered by botanicals to disinfect the entire household with green ingredients.

Shea Moisture has unveiled a plant-based body wash collection at **Target US**. Consisting of five seasonal variants; Apricot & Honey, Cocoa & Almond Butter, Green Tea & Olive Oil, Meyer Lemon & Mint and Oatmeal & Vitamin E.

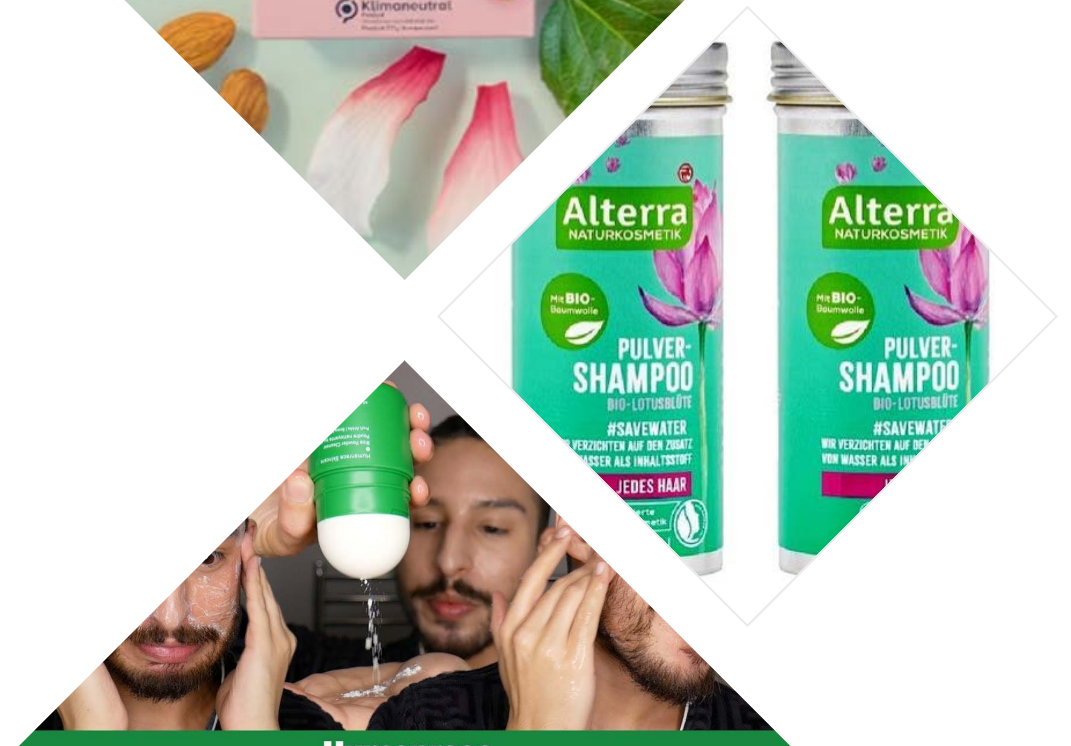
Looking Forward

Waterless beauty looks set to become a big trend as the fragrance & beauty sectors push forward in their quest to become 'greener' and support sustainable initiatives.

2021 is set to be the year where powder and solid formats - with water removed, becomes a desirable format at mass level. In market data from Pure Beauty, when asked which category customers would most likely buy a waterless product from, the results were; Skin Care 43.1%, Hair Care 42.4%, Body Care 26.6% and Fragrance 27.2%, showing that consumers are open for developments in this area.

Lush's naked range (which includes makeup and lipsticks) is free from water, instead using nourishing fruit and plant oils like coconut, jojoba and even strawberry juice. Christophe Robin Hydrating Shampoo Bar with Aloe Vera is completely aqua-free and instead contains nourishing and clarifying fruit oils. Despite the clear trend for shampoo bars and bar soaps, powdered waterless products seem to be the preferred product base. 87.6% of consumers would like to see more brands develop waterless products. Alicia Keys Soulcare range and Pharrell Williams Humanrace skincare ranges both launched a powder cleanser and as skin care is topping the consumer category for development its no surprise powder is winning out.

Pictured; Balea Solid Body Butter, Alterra Powder Shampoo and Humanrace Rice Powder Cleanser



Rossmann Eco Joy Collection

Trend Notes: Eco Joy is an new own label from Rossmann consisting of 13 products powered by the cleansing power of nature.

Grapefruit Eucalyptus and Citrus Lavender are available in dish wash format.

- The products consist of up to 100% natural ingredients,
- Are free from microplastics and dyes,
- Packaging consists of up to 100% recycled materials
- 100% natural fragrances
- The range carries numerous seals, including the Blue Angel and the vegan flower.



OMO

Laundry Capsules

Trend Notes: The world's first laundry product produced from CO₂ emissions is now available on sale in China. Available with a 'natural' fragrance (other product across the OMO range include scents such as; mandarin, apple blossom, lavender, citrus and cotton flower).

Produced from CO₂ emissions that have been captured at a Chinese steel mill, Unilever's latest laundry capsule (released by their Omo subsidiary) forgoes the use of new fossil fuel consumption.

Many might not be aware that fossil fuels go into detergents (through a key component known as surfactants), but with the assistance of biotech company LanzaTech and green chemical company India Glycols, Unilever hopes to eradicate it from their cleaning supplies by 2030. Unilever says it's the first time a surfactant made from captured carbon emissions will come to market in a cleaning product (surfactants are also used in cleaners such as dish soap).



Yankee Candle UK

Sentiment tuns



Trend Notes: Launched in UK supermarkets this is the first time Yankee Candle have released candle tins to the market. Candles have become such a big part of the gifting market now that many brands are releasing them as part of core collections as well as for significant occasions like Mother's Day.

Hugs & Kisses

Rose, white violet, pink sugar and vanilla scents combine to create a sweet and loving sentiment

Top Notes - Pink Pepper, Mandarin, Raspberry Mid Notes - Rose, Jasmine, White Violet Base Notes - Vanilla, Pink Sugar, Amber

Thanks a Million

A lush blend of freshly picked fruit fragrances - tart cranberry, juicy raspberry and sweet pomegranate - what better way to share an abundance of gratitude.

Top Notes - Cranberry, Citrus Mid Notes - Apple, Blue Plum, Raspberry Base Notes - Vanilla, Pomegranate

Make a Wish

A sweet birthday treat: scents of vanilla bean, strawberry and fresh cream mixed with sugar and white amber aromas.

Top Notes - Strawberry, Apple, Raspberry Mid Notes - Jasmine, Vanilla Bean, Sugar Base Notes - Cream Accord, White Amber



Voluspa *Home Fragrance*

Trend Notes: 2 new launches from one this popular home fragrance brand. Citrus ingredients, such as clementine, have increased in popularity across the fragrance market, with their links to mood boosting, positive vibes. Palo Santo has also really taken off as its rich and woody character has been found by many consumers to have soothing and comforting qualities.

Freesia Clementine: Freesia, Sevilla Clementine & Mulberry.

Freesia Clementine's performance opens with the vibrant harmony of illustrious Sevilla clementine, mulberry nectar and California plum. Their fruit tones are joined in chorus by freesia, pink wisteria and Chinese peony - enhanced by the masterful composition of blue lotus, mirabelle and violet, each adding classic color to the blossoming melody.

Suede Noir: Palo Santo, Patchouli & Tobacco Flower.

A shaded embrace in a lush excursion of complex, yet smooth sensuality. Creating a profusion of fleeting scents - Vintage Dark Suede, burning Palo Santo, traces of Patchouli, trails of smoky Hemp & Tobacco and the softly rising Vanilla moon - Suede Noir comes together delicately in a hushed, mellifluous voice, reminiscent of old vinyl records. Play it again and again.





Bath & Body Works Sunshine Mimosa



Trend Notes: Each quarter Bath & Body Works launch a collection that includes fine fragrance, personal care and home fragrance. For Spring/Summer 2021 they have launched Sunshine Mimosa. As with many fragrances launching at the moment the concept was built around happiness and positivity.

Fragrance Description; A bright, bubbly splash of champagne and the happy scent of sweet citrus.





Balea Natural Beauty

Trend Notes: This new own brand 3 product sku series, contains up to 97% ingredients of natural origin and represent the first CLIMATE-NEUTRAL products from Balea. The products (including packaging) are subsequently CO2-compensated through the support of a climate protection project. All products are free of microplastics & water-soluble, purely synthetic polymers. Infused with essential oils, the new trio has been formulated with new Vital Nutrient Complexes. These complexes deep sea magnesium and mineral extract, as well as echium oil and vitamins E and F. The two body lotions in the series are vegan. The solid body butter is a water-reduced formula.

There are 2 body lotions, one with organic ginger extract & moringa oil and one with organic avocado extract and jojoba oil.

The Solid Body Butter includes organic hibiscus extract and organic jojoba oil and a fresh, floral scent.

Yves Rocher

My Kiwi Kiss Collection

Trend Notes; Yves Rocher is one of the worlds favourite brands and often releases limited edition seasonal variants. This year everyone is about 'green ingredients' from aloe to avocado, and since 'tropical' is also trending at the moment it's no surprise this edition is infused with kiwi! They have also brought the packaging on trend by using Pantone Colour of the Year – Illuminating Yellow.

Kiwi Kiss: The juicy freshness of kiwi fruit combined with the tangy scent of ginger.





Victoria's Secret **Water Collection**

Trend Notes: Tropical notes and themes continue to be a big trend in personal care, especially whilst most holiday plans are still on hold due to the pandemic.

A discovery of aquatic scents inspired by the hypnotic power of water. With captivatingly cool notes of Neroli Water, Dewy Pear and Fresh Agave. Drift away.

Nectar Wave

Fresh Agave. Pink Berries. Go with the flow.

Falling Water

Dewy Pear. Blue Moss. Mesmerizing moment.

Liquid Coconut

Coconut Water. Salted Bergamot. Hypnotic refresh.

Floating Neroli

Neroli Water. Jasmine Breeze. Drift away.



W O M E N ' S F R A G R A N C E

Irresistible Givenchy Eau de Toilette Cassis, Rose Water, Iris, Damask Rose, White Musk and Cedar.

Ghost Orb Of Night Mandarin Orange, Cherry, Almond, Bergamot, Freesia, Orange Blossom, Ylang-Ylang, Jasmine, Sandalwood, Caramel, White Musk and Ambergris.

White Tea Ginger Lily Bergamot, Bitter Orange, Mandarin Orange, Neroli, Ginger Lily Blossom, Ginger Root, Violet Leaves, Tonka Beans, Mate, White Cedar and Musk.

Flower By Kenzo Eau De Toilette Sicilian Lemon, Mandarin Orange, Litchi, Ginger, Bulgarian Rose Water, Mimosa, Chamomile, Madagascar Vanilla, Amber, Patchouli and White Musk.



M E N ' S F R A G R A N C E

Carolina Herrera 212 Heroes Pear, Ginger, Lemon Haze Cannabis, Madagascar Geranium Oil, Sage, Leather, Musk and Wood Notes.

Viktor & Rolf Spicebomb Infrared Pink Pepper, Red Fruits, Cinnamon, Red Chilli Pepper Habanero, Benzoin, and Tobacco.

Montblanc Explorer Ultra Blue Sicilian Bergamot, Lemon, Fruity Accords, Pink Pepper, Marine Accords, Ambergris, Patchouli, Wood Notes and Leather.

Ralph Lauren Polo Cologne Intense Eau de Parfum Basil Oil, Spearmint Oil, Grapefruit Oil, Clary Sage Oil, Violet Leaf Absolute, Thyme Oil, Patchouli Palette, Ambroxan and Vetiver Oil.



PREMIUM FRAGRANCE



4711

Remix Cologne Neroli Edition

Following the success of the Remix Cologne Edition from 2017, Remix Cologne Edition from 2018, remix Cologne Lavender Edition from 2019, and last year's Remix Cologne Lemon Edition launched in 2020, the 4711 line, under the license of MAURER & WIRTZ, presents the new creation composed by perfumer Nathalie Lorson. The newest fragrance, 4711 REMIX COLOGNE NEROLI EDITION, brings pure joy and sunny aspects of neroli oil, orange blossom, and praline accords, sharing the optimism of the whole Remix collection.

Since 2018, 4711 has been meeting the current zeitgeist with its revitalized fragrance compositions: 4711 Remix Cologne picks up on young trends and reinterprets them every year in a modern edition. One of the seven main ingredients (lemon, bergamot, orange, lavender, rosemary, neroli and petitgrain) is newly "remixed." This fragrance exudes cheerful, summery optimism. Notes of mandarin and peach open up the composition with a fresh, delicious juiciness in addition to the flowery, green and honey-like note of neroli. Orange blossom, praline, and modern amber woods create one radiant, sunny heart, while textured patchouli, dry woods, and vanilla pour in and convey a warm, pleasant feeling on the skin until sunset!

Opening notes: neroli, mandarin orange, peach

Middle notes: orange blossom, praline, amber wood

Base notes: patchouli, vanilla, dry wood

PREMIUM FRAGRANCE

Byredo

Open Sky

Swedish niche perfume house Byredo is exploring the concept of the void between departure and final destination during travel with its new limited edition called Open Sky.

According to the official description, Open Sky represents a metaphysical homage to the experience of travel; a distillation of the journey itself, charged with anticipation. Exploring the void between departure and destination of a journey and the abstract appeal of the infinite horizon (when traveling by airplane), Through fresh notes of pomelo citrus, covered with hemp leaves, Byredo tries to portray the energy of anticipation and excitement. Woody accords of Palo Santo and vetiver form the base of the fragrance that is to evoke feelings of limitless possibilities.

Top: pomelo, black pepper

Heart: hemp leaves

Base: palo santo, vetiver



LIMITED EDITION

OPEN SKY

EAU DE PARFUM



PREMIUM FRAGRANCE



Goldfield & Banks *Silky Woods*

Goldfield & Banks, an Australian perfume house that prides itself on mixing the science of Australia's authentic essences with French expertise in the art of perfume making, launches Silky Woods in 2021, a new addition to the portfolio.

Silky Woods is the premier fragrance in a new collection named the Botanical Series by Goldfield & Banks. According to the brand, the scent stands for a voyage in search of Australia's ultimate olfactory treasures, a voyage reminiscent of botanist Joseph Banks' first visit to Australia in 1770.

The brand says the fragrance showcases the precious wood species harvested sustainably for the first time in perfume history in the Daintree Rainforest in Tropical Queensland. With suede, vanilla, and smoky tobacco leaves, Silky Woods is also infused with saffron, incense, ylang-ylang, and native sandalwood.

Notes: Agarwood (Tropical Australia), Cinnamon (Ceylon), Tobacco Leaves, Ylang-Ylang (Madagascar), Vanilla (Tahiti), Sandalwood (Australia), Incense



To brainstorm what these launches could mean to you contact us:

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