



TREND REPORT 2020

16th 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.

NEWS & TRENDS

HOLLAND
AROMATICS



Unilever have launched Mele skincare for melanin rich skin. Scientists worked with dermatologists, influencers and consumers of colour to meticulously study melanin-rich skin down to the cellular level before launching the new collection of skincare products.

L'Occitane en Provence presents the new Terre de Lumiere collection with sparkling gourmand notes. The collection includes an innovative perfume & oil for body and hair, as well as several body care products carrying the same scent. Terre de Lumiere Sparkling Edition Perfume in Oil for Body & Hair continues the Terre de Lumiere saga of the French brand, a fragrance inspired by the golden hour.

Scalp care is set to become one of the hottest trends in haircare. In the US Spate data confirmed a 40% increase in consumers searching for 'scalp scrubs'.

Wellbeing is a big topic across home fragrance and personal care, and more collections than ever are being launched catering to consumers demands. UK brand Neom have just opened a new shop, and their Wellbeing Pods (Electric oil diffusers) are a key feature.

In skincare, 'shot' style or booster ingredient ranges are generating a lot of consumer interest, especially during lockdown as people turn to skincare as a form of self care. The new Pacifica Clean Shot Serums join other popular ranges on the market, such as Ordinary and The Inkey List.

Looking Forward

Globally liquid soap will become a \$6.2 billion segment by the end of 2020 according to Euromonitor, representing an increase of 16.1% growth over 2019, and in the US prestige hand soaps grew by 73% in the first quarter of 2020 according to NPD Group.

While the majority of hand soap brands have managed to see growth, PZ Cussons Carex, with a brand equity of antibacterial but caring, shot to number 1 in the UK, for the first time ever, over Unilever's mega brands Dove and Radox.

Innovations are driving the hand care category especially when it comes to hand sanitiser as we see more brands launch products that both protect and care. Jo Loves has just launched a hand sanitiser and lotion duo in their best selling pomelo scent and ESPA launched a 'no rinse hand cleanser' proving that high end sanitisers definitely have a place in the market, and this looks set to continue as the category flourishes and consumers demand more than just hygiene claims from this product sector.

Source: Cosmetics Business Pictured; Jo Loves, Touchland Hand Sanitiser Mists

GLOBAL VALUE & GROWTH, LIQUID SOAP, 2020

 **\$6.2bn**

 **+16.1**

Estimated data. Source:
Euromonitor International



Home Care *Rituals Laundry*

This new collection from Rituals takes 2 of their most popular collections, one a floral cherry blossom, the other a more fruity style floral with yuzu and tulip, and has launched 4 new products to infuse your laundry with luxurious scents.

Ritual of Sakura

Scent Booster & Softener: Treat your clothes and bed linen to the soft and creamy scent of cherry blossom with the luxurious scent booster & softener in 1 from The Ritual of Sakura. The gentle softener can be used with all detergents and all types of fabrics, lasting around 30 washing cycles. Your items will emerge clean, soft and smelling of relaxing florals.

Amsterdam Collection

Scent Booster & Softener: Treat your clothes and bed linen to a fragrance experience unlike any other. The Scent Booster & Softener in 1 from our Amsterdam Collection is a delightfully fragrant combination of Dutch tulip and Japanese yuzu, that will leave your clothes feeling intensely soft when they come out of the wash.

Both collections contain; Scent Booster & Softener, Detergent, Detergent Delicate and Refreshing Spray.



Tesco UK Wellbeing Collection



Happy: Boost your mood with the uplifting notes of orange oil and bergamot.

Unwind: Relax with the relaxing notes of lavender and cedarwood

Balance: Feel at peace with the calming notes of lemongrass and ginger.

Bliss: Enjoy a moment of bliss with the soft notes of geranium and vetiver.

Yankee Candle *Christmas Morning*

The 'Christmas Morning Collection' from Yankee Candle Christmas fragrances celebrate all of our favourite festive memories. Inspired by warm crackling fires, Christmas fruits, festive tipples, tasty treats and snow days, the new scents are made to indulge the senses.

Singing Carols

A harmonious combination of fruit, evergreen, and spice notes that create an inspiring Christmas melody.

Surprise Snowfall

Swirling snowflakes brighten the crisp winter air with the fresh scents of verbena, silver spruce, and winter fruit.

Christmas Morning Punch

A spectacular blend of ruby-red pomegranate, strawberry, cranberry notes

Holiday Hearth

A cosy gathering by the fireplace, all decked out with festive décor... warm, spicy, and sweet

Vanilla French Toast

Scents of golden brown French toast dripping with sugary syrup... comforting and wonderful.



The Body Shop ***CBD range***

The Body Shop have finally got on the CBD bandwagon with its new and genderless CBD collection! As an ingredient we think CBD will carry on for a while yet, although eventually it will become less of a standalone range and more of a key ingredient. Adaptogens will be a real future focus for new skincare launches.

Product Story: Our founder, Dame Anita Roddick, was a trailblazer when she introduced the world to our Hemp range. Fast forward a few years and we proudly present the new CBD range, starring a **Restoring Facial Oil**, **Replenishing Moisture Cream** and **Soothing Oil-Balm Cleansing Mask**. They're powerhouses on their own, but try the trio together, and you won't look back. Enriched with natural-origin CBD, vegan squalane and hemp seed oil. They help to restore your skin's moisture levels and leave dehydrated skin feeling smoothed, soothed and with a gentle glow.





Treacle Moon EU **Winter Editions**

Rose, shea and argan notes get a winter makeover in these 3 limited edition launches by the brand. We are seeing more and more 'megatrend' ingredients, such as Rose, transcend their traditional Spring/Summer role to appear in winter launches.

Feel like a princess in the morning. **Snow Rose Princess** shower gel surrounds you with a delicate scent of rose petals and lets you start the day lively

Creamy Winter Dream and **Shea Butterfly** are enriched with argan oil or shea butter and make dry skin soft to the touch - the perfect preparation for the cosy autumn season.



Crabtree & Evelyn Bali Exploration

The brand have just released the new Exploration Collection: Bali. Co-created with local artisans and inspired by the brand teams times on the island, every product has a story, plus 5% of all Bali Collection profits go directly to The WAS Foundation, helping to support local communities and keep Bali beautiful.

The range includes; Rice Exfoliating Cleanser, Coconut & Sandalwood Body Balm, Jasmine & Ylang-Ylang Self Massage Oil, Lemongrass Skin Toner and Volcanic Ash Face Mask.





The Body Shop **Winter range**

Each this the Body Shop launch heir new, highly Winter/Christmas collection. Last year was Rich Plum, Juicy Pear and Warm Vanilla. This year we have a classic berry and a very 'un-classic' (for The Body Shop) winter floral!

Winter Jasmine

Our take on a festive winter wreath, with notes of jasmine, rose, white peach and orange flower. Hello, petal.

Festive Berry

These fruity special edition body care treats smell so Christmassy, with notes of raspberry, orange, juniper berry, blackberry and sandalwood.



L'Occitane Limited Editions

L'Occitane have just released their latest collection in time for Christmas. This year, as well as their Classic Shea collection, they have introduced sparkling citrus notes - to keep the colder seasons bright!

Shea Bergamot

This holiday season discover the invigorating citrus scent of bergamot paired with comforting shea to delight the senses in this limited edition Shea Collection.

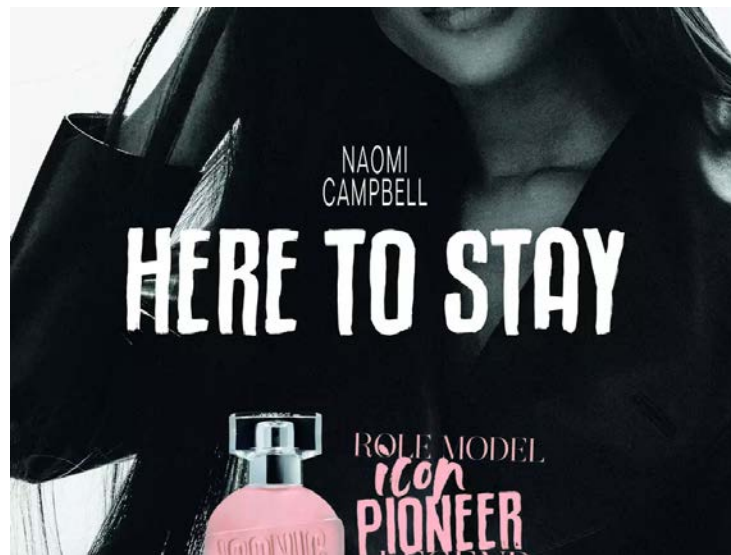
Verbena & Mandarin

This fragrance captures the aroma of mandarin peels tossed over the burning orange embers in crackling fireplaces. Mandarin, and smoky atlas cedar wood swirl together with the citrus of verbena, to create a spellbinding bouquet that will whisk you away to the bustling Christmas markets of the South of France.

Classic Shea

Get in the festive spirit like our best-selling Classic Shea Collection holiday treatment with seasonal packaging in sparking silver and rich shades of blue. Featuring our signature Hand Cream, and Lip Balm, this collection is a perfect for anyone who likes the comforting, soothing scent of shea.





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

Narciso Grace EDP Green Apple, Peony, White Jasmine, Musk and White Cedar.

Issey Miyake Nectar d'Issey Première Fleur Nashi Pear, Watery Fruits, Peony, Jasmine, White Musk and Sandalwood.

Valentino Voce Viva Bergamot, Mandarin, Orange Blossom, Gardenia, Crystal Moss, Vanilla, Musk and Sandalwood.

Naomi Campbell Here to Stay Raspberry, Black Currant, Jasmine, Peony, Vanilla and Musk.



MEN'S FRAGRANCE

Challenge Lacoste Amalfi Lemon, Tangerine, Bergamot, Ginger, Lavender, Violet Leaf, Teak and Ebony.

Baldessarini Signature Pink Pepper, Cypress, Bergamot, Apple, Akigalawood, Fougere Accord (fern), Patchouli, Amber, Leather, Labdanum and Cypriol.

Armani Stronger with You Leather Elemi, Chestnut, Spices, Lavender from Provence, Sage, Leather, Vanilla and Oud and Guaiac.

Anthony Hopkins Ah Eau De Parfum Bergamot, Orange, Pink Pepper, Ginger, Rose, Orange Blossom, Jasmine, Musk, Patchouli and Honey.



PREMIUM FRAGRANCE

Byredo Tobacco Mandarin

The Byredo line of Night Veils perfume extracts was revived in 2019. The new edition within this collection, Tobacco Mandarin, joins the perfumes Reine de Nuit, Casablanca Lily and Sellier, which bring a different atmosphere to the Byredo collection and match the "rituals of the night."

Top notes: mandarin, coriander, cumin **Heart:** tobacco, leather, labdanum **Base:** olibanum, oud, sandalwood.



Tobacco Mandarin represents a "journey to another space and time" with a composition that contrasts bright citruses and spices with smoky, sophisticated and intriguing notes, such as tobacco smoke enriched with leather and resins, woods and incense. The inspiration for this fragrance is the Moroccan city of Tangiers - a blend of Western Europe and the Middle East and their perfumery traditions.



PREMIUM FRAGRANCE



Tom Ford Bitter Peach

The latest addition to Tom Ford's high-end fragrance collection, Private Blend, is Bitter Peach. Like the previous one in the line, Lost Cherry, it plays with the theme of juicy and sweet fruit in a Tom Ford way. The new fragrance evokes the scent of ripe peach, described as dangerously lavish and erotic, and enriches it with opulent aromas of fine drinks and spicy notes of cardamom. Pêche de Vigne is mixed with Sicilian blood orange, davana oil with infused rum and cognac, Indonesian patchouli, sandalwood, labdanum, and vanilla. The composition is described as sweet and sensual, but also rich and characterful, with pronounced woody and resinous undertones.

Top: peach, blood orange, cardamom, heliotrope

Heart: davana, rum, cognac, jasmine

Base: sandalwood, patchouli, vetiver, benzoin, tonka, vanilla, labdanum, cashmeran, styrax



MOLTON
BROWN
LONDON

Bath & Shower Gel

P R E M I U M F R A G R A N C E

Molton Brown

Juniper Jazz

Explore London via The Roaring Twenties. Glistening decorations and garlands with pearl bells decorate the Festive Ball. The jazz orchestra plays a key higher. Captivating gin cocktails enchant the rebellious setting. Juniper berries and metallic aspects blend with warm, elegant wood undertones. Swinging pendants on a chandelier dance like shining icicles and spread a fascinating brilliance of light. Party like there's no tomorrow and enjoy a great crescendo.

Incredible, eccentric and remarkable Juniper Jazz, a prismatic dance of juniper berries, mint and guaiac wood. At length the composition starts with notes of juniper berries, metallic notes and mint. In the heart notes of iris, woody notes and guaiac woods carry satisfaction. In the dry down sandalwood, musk and patchouli add a last touch of suspense.

The limited-edition selection includes a Bath & Shower Gel, Body Lotion, Festive Bauble, Eau de Toilette and Single Wick Candle; introduced in a holographic design.



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