

Trend Report 2026

33rd edition

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

Here we report on the 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.



Beauty in 2026 is being reshaped by resilience, longevity and science-backed emotional wellbeing. No longer confined to surface-level transformation, beauty is now positioned as a long-term support system for skin, mind and identity. Consumers expect products to protect, repair and perform under pressure – while also delivering sensory comfort and measurable results. In an era defined by uncertainty, overstimulation and health awareness, beauty has become both armour and ritual.

Five major shifts are defining the landscape.

Resilient beauty rises as brands respond to environmental stress, burnout and barrier damage, with formulations focused on durability, recovery and long-term strength across skin, hair and make-up. **Neuro-beauty** moves from vague mood claims to evidence-aligned sensory design, blending scent, texture and touch to support emotional regulation and deepen the skin-mind connection. **Savoury (“swavoury”)** **fragrances** evolve gourmand scent into a more sophisticated space, where rice, sesame, salt and nutty notes temper sweetness to create grown-up comfort. **Inflammation care** becomes a cornerstone of skin longevity, as brands target chronic low-level inflammation through barrier support and cellular repair – carefully navigating medical claim boundaries. And finally, **the grooming boom 2.0** accelerates men’s beauty, driven by Gen Z skin literacy, tweakments, wellness culture and a redefinition of masculinity rooted in self-optimisation rather than vanity.

As beauty converges with wellness, performance and neuroscience, it becomes less about quick fixes and more about sustained support. In 2026, success will belong to brands that tie science to visible outcomes, combine efficacy with emotion, and prove they are built for real life – not just the mirror.



Global Beauty Growth Remains Steady

The global beauty and personal care market reached \$623.4bn in 2025, rising +5.0%, with premium beauty (+5.7%) outpacing mass (+4.9%). Fragrance is the fastest-growing major category at +7.0%, while perfume formats alone grew +29% year-on-year, reflecting demand for longer-lasting scent performance. Skin care remains the largest category globally at \$169.9bn, reinforcing its central role in innovation pipelines.

AI Anxiety & Trust-Driven Innovation

Consumer attitudes toward AI are reshaping brand communication. Research shows 70% of global consumers believe AI-generated imagery will make beauty standards less inclusive, while 79% worry about its impact on young people. At the same time, 64% see AI as a creative opportunity. This tension is pushing brands toward measurable results, clinical validation and unaltered before-and-after proof to rebuild trust in an increasingly digital landscape.

Inflammation & Preventative Wellness on the Rise

Searches for “inflammation” across beauty and wellness rose 15.3% year-on-year, with “skin inflammation” increasing 22.3%, signalling growing consumer awareness of chronic sensitivity and barrier damage. Wellness-driven searches significantly outpace beauty alone, showing the category’s convergence with broader health conversations. Rather than overt medical claims, brands are focusing on soothing, barrier support and microbiome balance to address long-term skin resilience.



HOME CARE

Method: Super Shine

Trend Notes: Home care is evolving toward high-performance formulas paired with elevated scent experiences. Enzyme-powered cleaning reflects the demand for efficient, science-led solutions, while fragrances inspired by orchards, coastal citrus and fresh morning air bring mood-boosting lifestyle scenting into everyday chores, transforming routine tasks into more enjoyable sensory rituals.

Method has released new Super Shine, a new enzyme-powered line of dish soaps formulated with amylase and protease. The line includes liquid dish soap, foaming spray and refill formats. The formula also contains lipase to cut through fats like butter, oil and grease, according to the brand, which is part of SC Johnson.

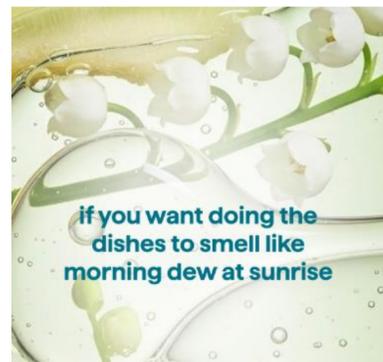
According to a Method survey, nearly six in ten Americans (58%) say a more effective dish soap that cuts through grease with less scrubbing for less time spent at the sink would help ease tension at home.

Available in 4 variants 3 of which are scented;

Among the Orchards; If you want doing the dishes to smell like an orchard breeze at golden hour.

Coastal Citron; if you want doing the dishes to smell like a quick dip off the Amalfi Coast.

Dewy Daze; if you want doing the dishes to smell like morning dew at sunrise.



it's time to super shine





HOME CARE

Bath & Body Works Viva Brazil laundry launch

Trend Notes: Laundry care is evolving beyond freshness into fragrance-led lifestyle rituals, with scents designed to transport and uplift. Tropical fruits like guava and maracuja reflect the rise of vacation-inspired home scents, while coconut water adds a breezy softness. These blends tap into demand for everyday escapism through functional fragrance.

Viva Brazil: We travelled to the vibrant streets of Rio de Janeiro and immersed ourselves in the sights, sounds and scents of Brazil. Along with expertise from Brazilian-born designers and perfumers, we've brought the beauty of that visit to you—this is Viva Brazil!

A single sniff and you're lost in cobblestone streets perfumed with tropical fruits. Sweet, fruity and refreshing, this fragrance bottles Brazil's zest for life and serves as your one-way ticket to paradise.

Fragrance notes: fresh guava, maracuja zest and coconut water.





HOME FRAGRANCE

Voluspa Vanilla Sunday

Trend Notes: Comfort-driven gourmands continue to dominate fragrance trends, with whipped vanilla, praline and creamy dessert notes offering nostalgic indulgence. Soft florals and skin musks add a modern, airy twist, reflecting the rise of “soft serve” scents - light, cosy and wearable. Designed to capture the mood of slow living and weekend escapism.

Sundays are not meant to be scary. Let your hair down and sink into a swirl of comforting sweetness. Invite cravings of endless possibilities and tantalizing inspiration with a dollop of velvety Plum Butter and airy Freesia. Whipped Vanilla and Praline Mousse melt into a soft cloud of Orris, Amber, and Skin Musk. Don't worry about tomorrow, live in a Vanilla Sunday.





HOME FRAGRANCE

Marks & Spencer

Trend Notes: Mood therapy via scent has changed the home fragrance scent scene. These new launches lean into sensory comfort and atmospheric scenting, with blends designed to shape mood and space. Soft gourmands like marshmallow, vanilla and tonka reflect the rise of airy dessert notes, while warming spices and woods tap into the continued demand for smoky, cocooning ambers. At the same time, fresh musks, melon and citrus florals highlight a parallel trend toward clean, calming scents inspired by linen, air and wellness rituals. Together these profiles create a balanced fragrance wardrobe that moves between cosy indulgence and light, restorative freshness.

Cloud

Float into softness with this gently scented ceramic diffuser. Fluffy marshmallow and creamy vanilla create a sweet, comforting haze, while rich tonka bean adds depth and warmth. The result is a cloud-like aroma which is cozy, airy, and quietly indulgent. Perfect for creating a serene, inviting atmosphere.

Ember

Ignite a sense of warmth and quiet intensity. Spiced cardamom and bold black pepper create an aromatic heat, softened by the smooth, grounding presence of sandalwood. The blend feels like glowing embers at dusk, comforting, smouldering, and deeply atmospheric. Perfect for creating a cosy, intimate mood in any room.

Air

Refresh your space with a crisp, uplifting burst of fragrance. This scent blends juicy melon, soft heather, and warm musk to create a serene, airy atmosphere. Part of the fresh fragrance family, it evokes the feeling of a gentle breeze - clean, bright, and effortlessly calming. Perfect for linens, living spaces, and anywhere that needs an instant touch of freshness.

Bed

Transform your space into a soothing retreat with this refreshing room and linen spray. Bright, zesty lime lifts the senses, while soft orange blossom adds a gentle floral warmth. A smooth layer of white musk settles over the blend, creating a clean, comforting finish reminiscent of crisp sheets and quiet evenings. Perfect for resetting any room or adding a serene touch to your nightly routine.



HOME FRAGRANCE

Voluspa Nāpali Passion Fruit

Trend Notes: Tropical fragrance continues to surge as consumers seek escapist, mood-lifting scents that transport them beyond everyday routines. Juicy exotic fruits like passionfruit, guava and pineapple tap into the growing appetite for bright, edible gourmand profiles, while creamy coconut and smooth vanilla reflect the ongoing trend toward lactic softness and indulgent comfort. This blend captures the balance between vibrant fruit freshness and creamy dessert-like warmth, creating a sensory escape that feels both playful and luxurious - perfect for consumers craving sunshine, travel nostalgia and a taste of paradise at home.

Venture the trail less travelled and escape to the edge of paradise with a lush array of tropical fruits designed to pique every sense. A slow inhale of sunlit passionfruit, juicy guava, and chilled pineapple tempts the palate, unfolding into a decadent swirl of creamy coconut milk and smooth vanilla bean. A canopy of exotic fruits....rest where the wild grows sweet.





HOLLAND
AROMATICS

HOME FRAGRANCE

Goose Creek Japan Collection

Trend Notes: This new collection leans into calm, nature-led escapism, with scents designed to create mindful moments and transport the home into serene landscapes. Inspired by Japanese rituals and environments, this collection reflects a growing demand for clean woods, green botanicals and subtle atmospheric notes that evoke forests, mountain air and quiet tea ceremonies. Crisp fruits and fresh greenery bring brightness, while grounding woods, steamed rice accords and meditative cypress add depth and warmth. Together, these fragrances tap into the trend for wellness-driven scenting, where homes become spaces of reflection, balance and gentle sensory escape.

Bamboo Grove

Like a cool breeze through swaying bamboo, this scent blends crisp apple and pear with fresh-cut greens and white woods for a refreshingly grounded escape.

Juicy Apple, Watery Pear, Green Bamboo & White Woods

Hinoki Forest

Like wandering through a sacred forest at dusk, this meditative scent blends aromatic hinoki cypress and soft embers with sugared woods for a warm, grounding escape.

Sugared Woods, Hinoki Cypress & Woodland Embers

Kyoto Teahouse

Like slipping into a quiet teahouse tucked away in Kyoto, this grounded scent infuses earthy matcha and green tea with warm, steamed rice for a calming moment of reflection.

Fresh Tea Leaves, Bright Matcha & Steamed Rice

Mount Fuji Mist

Like the quiet stillness of mist rising over Mount Fuji, this crisp and tranquil blend layers icy juniper and fir needles over timeworn cedar for a breath of elevated calm.

Cool Mountain Mist, Juniper Berry, White Fir & Worn Cedarwood





HOME FRAGRANCE

Votivo Tuberosa

Trend Notes: This new scent embraces modern florals with a gourmand twist, pairing lush blooms like tuberose, rose and jasmine with juicy fruits and sugared warmth. Plum and burnt sugar add a contemporary sweetness, while mossy woods ground the blend. This reflects the trend for romantic, transportive scents that balance elegance with indulgence – something we are seeing more in the air care landscape as trends continue evolving.

Smells like blushing tuberose and plum nectar. Feels like a leisurely bike ride past hydrangea-lined cottages and a candy-coloured sky.

Top Notes: Mirabelle Plum

Middle Notes: Tuberose, Damask Rose, Jasmine Grandiflorum

Base Notes: Crystalline Woods, Oakmoss, Burnt Sugar



PERSONAL CARE

Victoria's Secret: Baked by Victoria collection

Trend Notes: Bakery-inspired gourmands with a soft floral twist, blending creamy milk, vanilla and sugared fruits with delicate petals. These "cottage-core dessert" scents reflect the rise of playful indulgence and nostalgic comfort, where pastry-like sweetness meets airy musks for fragrances that feel cosy, whimsical and deliciously escapist.

Angel Cake & Cream: A halo of sweet dreams. Indulgently floral and creamy: Smells like spring cottage-core treats.

Top: Pressed Flowers, Orange Blossom Heart: Vanilla Orchid, Butter Cookie Base: Sweet Milk, Cloud Musks

Golden Apricot & Honey: Glazed to perfection. A warm drizzle: Smells like spring cottage-core treats.

Top: Apricot Jam, Peach Fuzz Heart: Honey Drizzle, Almond Blossom Base: Glowing Amber, Radiant Musk

Whipped Milk & Sugar: Whipped & delightful. A sugary warmth: Smells like spring cottage-core treats.

Top: Frothed Milk, Powdered Sugar Heart: Jasmine Petals, Vanilla Cream Base: Whipped Woods, Tonka Bean

Glazed Petals and Berries: Golden & fresh off the stove. A fruity-floral glaze: Smells like spring cottage-core treats.

Top: Juicy Strawberry, Whipped Raspberry Heart: Dewy Petals, Pink Tulip Base: Marshmallow Musk, Sugared Woods



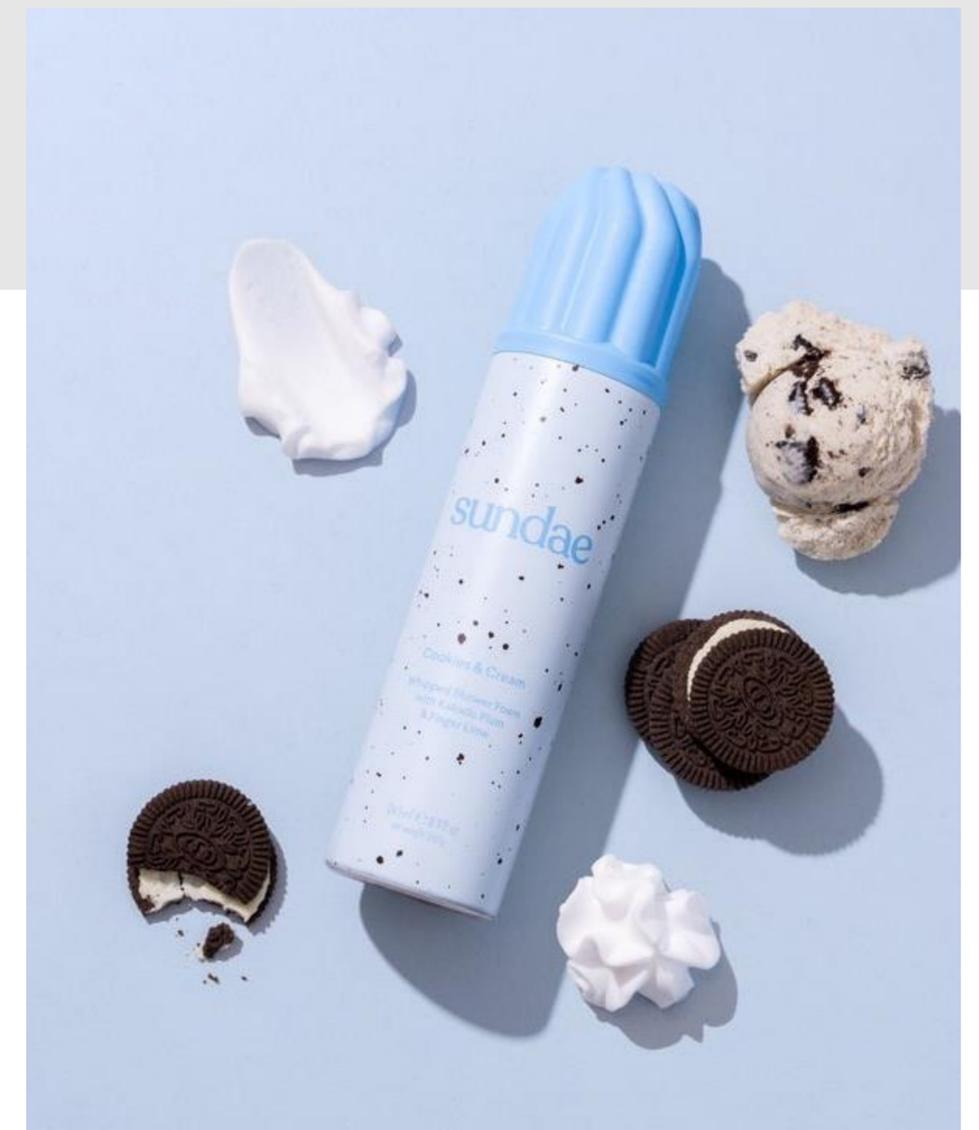
Sundae Whipped Shower Foams

Trend Notes: Bath and body is embracing playful dessert-inspired gourmands, with scents that mimic nostalgic treats like marshmallow, cookies and glazed donuts. Creamy vanilla, milk and caramel accords reflect the growing appetite for sweet, indulgent fragrance experiences, while whipped textures and fun formats tap into the trend for joyful, sensory-led self-care rituals. The 'café menu' theme will keep bringing newness and trend led new creations in the next few years.

Glazed Donut: Do-nut even talk to us before our morning shower! You'll look and feel like a snack with our Glazed Donut shower foam thanks to notes of vanilla, melted butter and sugar syrup. With notes of vanilla, melted butter and sugar syrup

Marshmallow: Feeling a little mellow? With notes of fluffy vanilla, rose and caramel, we're not being mallow-dramatic when we say a shower with Sundae Marshmallow is sure to sweeten your day. With notes of vanilla, rose and caramel

Cookies & Cream: I scream, you scream, we all scream for Cookies & Cream! You'll be cookies & clean after a shower with this indulgent, whipped body wash. Smells just like crushed chocolate cookies folded through luscious, creamy ice cream. Because even the classics are better with a little swirl of Sundae. With notes of whipped vanilla, sweet milk, cocoa butter and dough.



PHLUR Body Mists: Matcha Milk & Berry Cream

Trend Notes: Body mists are embracing playful gourmand layering, pairing creamy milk accords with bright fruits and tea-inspired notes. Matcha, berry and vanilla reflect the rise of dessert-meets-wellness scents (which the 2026+ consumer is obsessed with) balancing sweetness with softness. Lightweight formats support the trend toward buildable fragrance wardrobes that feel youthful, comforting and effortlessly wearable. Matcha and berry are also 2 of the years hottest trend themes in fragrance, as neo gourmands continue their influence on the market.

PHLUR Matcha Milk is a creamy indulgence. This earthy-sweet fragrance balances the soft comfort of macadamia milk and vanilla with the grounded calm of matcha and black tea. Bright bergamot lifts, while amber and musk melt into skin.

Top: Bergamot Zest, Black Tea Accord Heart: Matcha, Macadamia Milk, Warm Vanilla Base: Musk, Amber, Patchouli

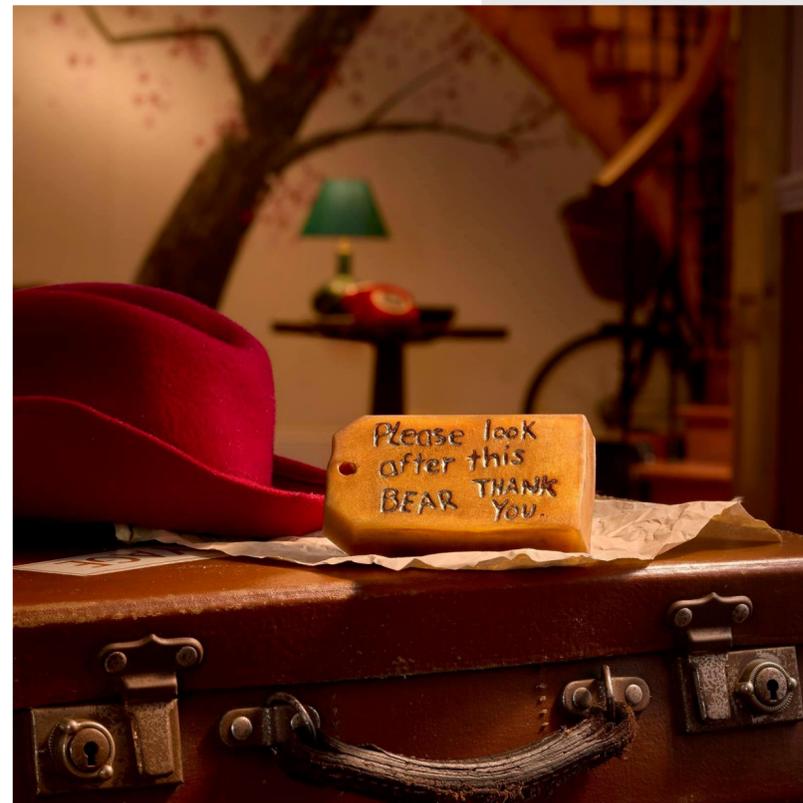
PHLUR Berry Cream blends bright, juicy berries with soft sweet cream, rounded by hibiscus flower, vanilla and sugared amber. Creamy, juicy, and delightfully sweet, it's a playful fragrance that lingers like spun sugar melting on your tongue.

Top: Dewy Raspberry, Mara Strawberry, Sweet Cream Heart: Violet Milk, Apple Leaves, Hibiscus Flower Base: Vanilla Bean, Ambrette, Sugared Amber





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AROMATICS



PERSONAL CARE

Lush x Paddington collection

Trend Notes: Nostalgic collaborations continue to drive excitement in bath and body, blending playful storytelling with comforting gourmand scents. Juicy citrus, honey and vanilla tap into the trend for bright edible-inspired fragrances, while familiar characters add a layer of childlike nostalgia and collectible charm, turning everyday self-care into a joyful, feel-good ritual.

Marmalade Sandwich Bubbleroon

A wise bear always keeps a marmalade sandwich in their hat for emergencies, and an even wiser bear will keep this Paddington™ x Lush Bubbleroon in their bathroom as well! Dreams of marmalade rivers come true as you soak in citrusy bubbles and shimmering orange waters. We've blended two of our fragrances together for the perfect preserve. The iconic Honey I Washed The Kids scent is given a burst of juicy orange with the help of our Marmalade Jelly fragrance for a citrusy sweetness.

Marmalade Body Wash

We daresay you'll be wanting some marmalade ... Well, the good news is this Paddington™ x Lush body wash contains all the oranges a bear could ever want, with orange peel, juice, oil and even orange blossom honey water. As well as putting the whole fruit in, this body wash comes with a wonderfully hydrating lather! The bad news? You can't eat it ... We've blended two of our fragrances together for the perfect preserve. The iconic Golden Egg fragrance is given a burst of juicy orange with the help of our Marmalade Jelly fragrance for a citrusy sweetness.

Please Look After This Bear Soap

We could learn a thing or two from this Paddington™ x Lush soap, like being kind to your skin. Comforting coconut oil and soothing Manuka honey, scented with juicy orange oil, will help you feel at home, wherever you go.

Paddington Bath Bomb

Inspired by the travels of a very rare sort of bear, this Paddington™ x Lush bath bomb is here to bring a touch of charm to your tub. Accompany it to your bathing facilities and watch as it turns the water a shade of orange suspiciously similar to marmalade ... Aromas of soft floral gardenia and warming vanilla are complemented by notes of sweet honey for a scent as comforting as a big bear hug.



PERSONAL CARE

Bath & Body Works Musk Collection

Trend Notes: Skin scents continue to rise as consumers seek fragrances that feel intimate, personal and chemistry-driven. In this collection from US brand Bath & Body Works soft musks are layered with fruit, woods and vanilla to reflect the demand for “your skin but better” perfumes - subtle, comforting and adaptable. Launched with slightly different sku’s, for 3 new collections designed for layering. Each scents says it “blends with your body chemistry to create a fragrance that's uniquely and authentically yours” – so tapping the ongoing trend for personalised scent signatures too.

Fresh Musk: Designed to bring out your natural richness, and crafted with notes that are bright, smooth and woody.

Fragrance notes: crisp bergamot, creamy musk and sheer woods.

Fruity Musk: Designed to bring out your natural charm, and crafted with notes that are fruity, sweet and earthy.

Fragrance notes: dewy raspberry, sugared musk and velvet moss.

Warm Musk: Designed to bring out your natural softness, and crafted with notes that are creamy, earthy and warm.

Fragrance notes: smooth vanilla, whipped musk and cozy amber.





PERSONAL CARE

Fine'ry (USA) Body Mists

Trend Notes: Fragrance launches are embracing distinct scent storytelling, blending indulgent gourmands, sparkling fruits and modern woody florals. Rich vanilla notes reflect the ongoing demand for comforting dessert-inspired scents (vanilla is still trending), while effervescent tropical fruits and florals - like a prosecco spritz accord and hibiscus, tap into the trend for sunlit, escapist fragrance profiles that feel vibrant and transportive. At the same time, desert inspired compositions highlight the rise of sun-warmed woods and airy mineral accords, capturing a sense of nature-led escapism.

Athena is inspired by the golden goddess with notes of vanilla nectar, vanilla orchid and vanilla bean; **Dreamin In Coral** combines prosecco spritz, hibiscus petals and apricot skin, and **Desert Spirit** smells like white pear, violet and atlas cedarwood.





MEN'S FRAGRANCES

NEW LAUNCHES

Rabanne 1 Million Night Elixir Mandarin Orange, Bergamot, Lemon, Maple Syrup, Cinnamon, Labdanum, Benzoin, Vanilla and Amber

Burberry Hero Elixir de Parfum Tonka Beans, Vanilla, Vibrant Cedarwood trio, Leather, Black leather, Smoke and Amber

Coach for Men Pure Platinum Lavender, Mandarin Orange, Apple, Rum, Moss, Orange Blossom, Ambroxan, Labdanum and Cedarwood



WOMEN'S FRAGRANCES

NEW LAUNCHES

Mugler Angel Blush Almond Milk, Creamy Musk And Warm Sandalwood

Dior J'adore Intense Apricot, Ylang-Ylang, Rose, Jasmine, Honey, Vanilla and Sandalwood

Issey Miyake Lumière d'Issey Neroli, Green Mandarin, White Musk, Freesia, Orange Blossom, Woody Notes, Pistachio and Sandalwood



Premium, Indie + Niche Fragrances

Roja Espresso Aoud

Espresso Aoud by Roja is a rich fragrance that centres on the contrast between roasted coffee and oud woods. Floral notes of orange blossom, rose, and violet introduce the composition, accented by cinnamon and saffron, before moving into a dense, gourmand heart of roasted coffee beans, pistachio, caramelised nuts, coconut, milk, and creamy tonka bean and vanilla facets. The base is structured around aoud wood and other dry woods, with patchouli, mosses, cypriol, cedar, sandalwood, leather, birch, benzoin, cashmeran, and musks contributing to a warm, resinous, and woody-leathery drydown.



This Works Own Time

Blending neuroscience with luxury perfumery, a functional scent enriched with aromatic terpenes, to comfort your inner world and helps ease you from daytime alertness, to evening calm. A bright opening of Rose, Lemon Myrtle, and Pink Peppercorn with grounding Sandalwood, Musk, and Incense, create a lasting finale that lingers on skin long into the night.

Own the last hours from 6pm-midnight. Inhale, clock-off, and remove yourself from the stresses of the day. Initiate a neurojourney that supports the body's natural circadian rhythm. Recalibrate, for calmer, more meaningful evening hours. Backed by independent user studies, created in collaboration with renowned neuroscientist Professor Gaby Badre, and led by CEO Dr Anna Persaud, Own Time is a neuroscent that engages the parasympathetic nervous system with the mood-altering potential of terpene-rich aromatic essential oils. A woody, ambery and aromatic Eau de Parfum of bold contrasts, warming notes of Pink Peppercorn, Cardamom, Sandalwood and Musk linger on your skin easing you into a realm of comfort, relaxation and better sleep. For extended daytime wear, UV rays activate a warming boost of Coumarin to evolve an intoxicating powdery rose note, reigniting the heart of the scent.

Top: Pink Peppercorn, Rose & Lemon Myrtle

Heart: Cardamom, Olibanum, and Cyclamen

Base: Sandalwood, Musk & Incense



Premium, Indie + Niche Fragrances





Premium, Indie + Niche Fragrances

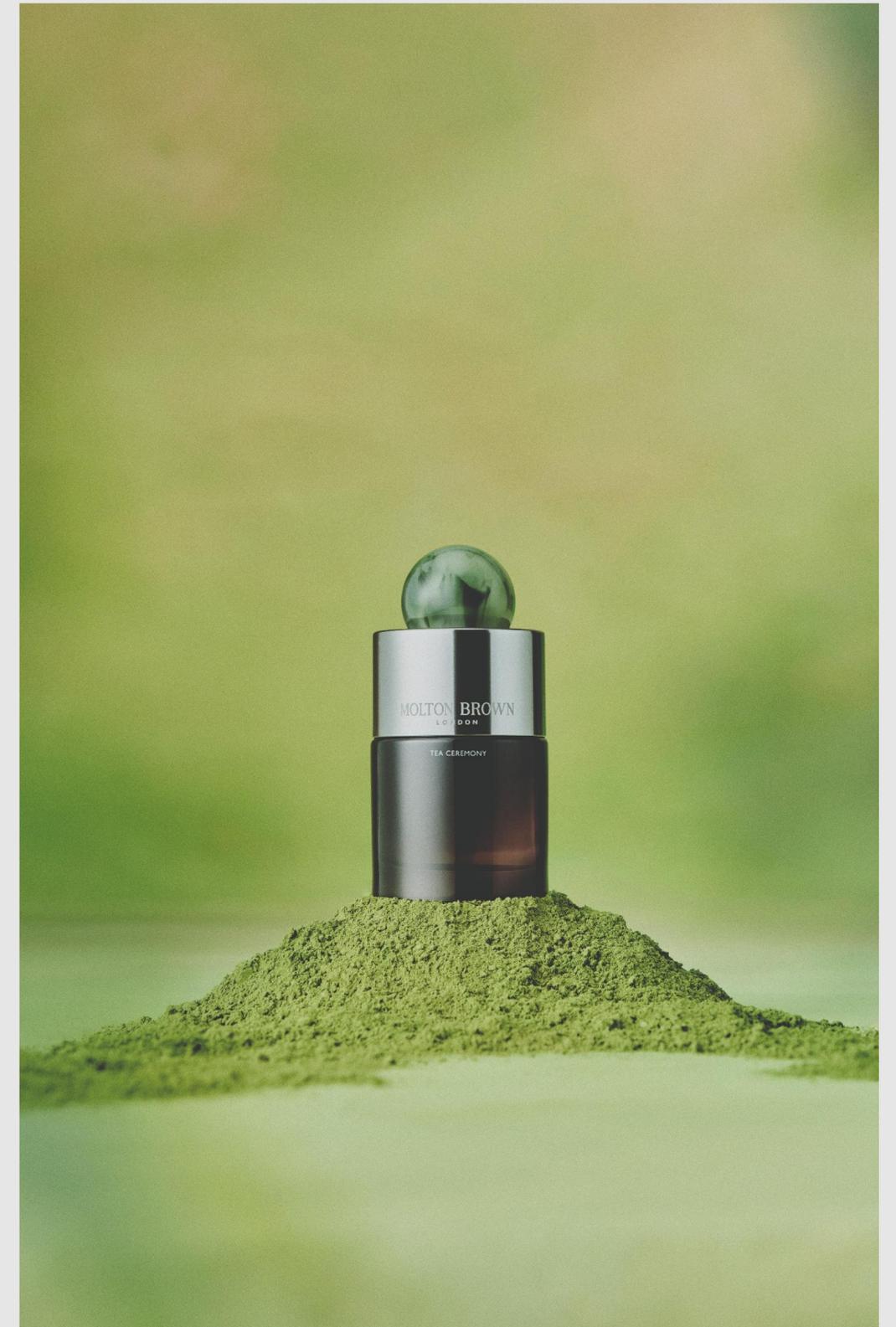
Molton Brown Tea Ceremony

Tea Ceremony by Molton Brown is inspired by the Japanese tea ritual. The fragrance opens with a gentle, subtly sweet note of Nashi pear that introduces a fresh green character. The heart centres on matcha and green tea, supported by earthy nuances that emphasize the calming, herbal facet of the composition. In the base, amberwood provides a warm, woody structure that contrasts with and grounds the greener elements.

Top note: Nashi Pear

Heart notes: Matcha Tea, Earthy Notes and Green Tea

Base note: Amberwood.





Premium, Indie + Niche Fragrances

By Rosie Jane Matilda

TART PASSIONFRUIT + SWEET MERINGUE. a youthful and elevated blend of bright + fruity passionfruit, opening into a tart and sweet centre of meringue and finger lime before settling into a muted base of golden musk for a signature second skin finish. MATILDA FEELS LIKE: dancing in your underwear. *MATILDA is named after my daughter. she's bold and bright and totally herself...and I wanted to capture that. this scent feels like her energy, zesty and fearless, but soft where it counts. it's fruity, warm, and a little wild. kind of like sending a postcard from the middle of an adventure*

TOP: aldehydes, ambrette, sun-drenched passionfruit

MIDDLE; mango, meringue, finger lime

BASE: nudemusk, milk musk, Australian sandalwood





Premium, Indie + Niche Fragrances

Henry Rose London 1983

London 1983 by Henry Rose is a second-skin musk shaped by Michelle's London memories amid the grit and glamour. It captures the mood of King's Road, 1983: misfits, models, and the charge of possibility in the air.

Memories of rebelliousness in London — an intoxicating fig with second-skin allure. Black pepper-spiked fig flows into the dewy luminosity of soft florals atop a velvety warm embrace of musk, blonde woods and vetiver bourbon

Top Notes: Fig, Black Pepper

Middle Notes: Water Lily, Jasmine

Base Notes: Musk, Blonde Woods, Upcycled Orcaanox, Sustainable Vetiver Bourbon



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

Phone: +31 (0) 36 - 536 33 35

E-mail: customercare@hollandaromatics.nl

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.

