



TREND REPORT 2022

21st 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.

PRODUCT
TRENDS &
MARKET
DRIVERS



- **Sleep and relaxing are core drivers in personal care launches:** Find Your Happy Place (at Walmart USA) have launched A Great Night's Sleep Collection. Transport yourself to bedtime, cuddled up in the perfect spot, wrapped in crisp, cool sheets...Scented with notes of lavender blossom, sheer musk, bergamot tea and pressed peony.
- **Inspire is the Yankee Candle Scent of the year 2022.** The new scent takes inspiration from Ikigai, the Japanese philosophy of living a long and fruitful life. Notes: Rainforest Lime, Ginger, Verbena, Bamboo, Freesia, Ocean Breeze, Cedar, Seaside Driftwood and Sun Musks.
- **Upcycled ingredients are adding to brands sustainability positioning.** The new Dr Craft Mandarin Range is made using a by-product of the food industry. It is estimated that the mandarin canning industry in China produces up to 10 million tonnes of peel waste annually which due to its waxy nature is exceptionally hard to compost. The Dr Craft sustainable solution brings new life to this mandarin peel by extracting its wonderful antioxidant benefits to create high-performance skincare.
- **Dove USA reinforces its skin care credentials** with a new range focusing on body cleansers (body washes) with a skin care focus and also introduce a new innovation – a Pre-Cleanser Shower Butter
- **Wellness launches are a key trend driver in home fragrance.** Nest Fragrances presents Driftwood & Chamomile. Prepare your mind and body for a peaceful sleep with this scented candle featuring calming, comforting, and soothing notes of chamomile, driftwood, sandalwood, and vanilla bean.

Looking Forward

Wider discussions around men's mental health, self care rituals and new brand development is positioning the male beauty, grooming and personal care market to stay on track with its positive growth.

According to Euromonitor International the global market was worth \$50.1bn in 2021 and grew by +6.5% and is forecast to reach \$52.8bn in 2022 and grow by +5.4%.

Despite all the hype the men's personal care market is not about to see any meteoric growth, but what it is seeing is more of a focus on making thoughtful product lines, developing new skincare ranges and generally re-formatting to meet the new trends driven by wellness and health as traditional ideas of 'masculinity' are redefined by Millennials and Gen Z.

Euromonitor estimated the top 5 global men's care market in 2021 were the US, Brazil, Germany, China and the UK. The US grew +4.65, Brazil grew +2.7%, Germany +1.6% and China + 6.6% whereas the UK declined -2%. Solution driven ranges and collections designed to impart an 'experience' – whether emotional or action related are key trend drivers.

In Q3 2021, 54% of men's say they are the main shopper for personal care product across UK, France, Germany & Spain.

GLOBAL MEN'S CARE SECTORS, VALUE & GROWTH, 2021



Shaving
\$13.9bn +5.3



Fragrances
\$14.9bn +6.5



Toiletries
\$21.4bn +7.3

Estimated data. Source: Euromonitor International

GLOBAL VALUE & GROWTH, 2021



\$50.1bn



+6.5

Estimated data. Source: Euromonitor International

Featured products: Launched in April 2022 (Stress Awareness month) is the new hemp seed oil range from Nivea Men. Bursting with benefits, hemp seed oil is extracted from hemp plant seeds and unlike THC or CBD is completely non-psychoactive and used topically to treat a whole host of skin woes.

Following the current trend of minimalism, Nivea Men Men-malist launched this Spring, consisting of three products: A Face & Beard Wash, a Liquid Shave and a Face Cream.

Fa International launched a new premium collection of fragrance for men; Coffee Burst and Red Cedarwood.



NEW

NIVEA MEN
SENSITIVE PRO
ULTRA-CALMING
SHAVING

NIVEA MEN
SENSITIVE PRO
ULTRA-CALMING
FACIAL BALM

NIVEA MEN
SENSITIVE PRO
ULTRA-CALMING
MOISTURIZER

100%
PLANT BASED
HEMP SEED OIL

SOOTHING &
CALMING SKIN

100%
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Vernel Aromatherapy Collection (Germany) Laundry liquid and fabric softener

Trend Notes: Flowers and floral scents had a blockbuster 2021 in fine fragrance launches and we are seeing this trickledown into other sectors such as homecare. Magnolia, tuberose, gardenia – all the big white florals and Rose were the biggest trend drivers and show no signs of slowing down in 2022.

Vernel Aromatherapy Enchanting Magnolia pampers your senses with an irresistible fragrance that accompanies you for 24 hours and up to 7 days thanks to the unique sustainable fragrance technology. The composition of the valuable essential oils envelops your clothes with an inspiring fragrance - all day long, whenever you need it. Enjoy the feeling of incredibly soft laundry and an intensely long-lasting perfume experience.

Vernel Wild Rose fabric softener keeps your laundry wonderfully soft and leaves a long-lasting fresh scent. Enjoy the incomparable scent of wild roses for even longer! Vernel Wild-Rose spoils you with moments of freshness thanks to wonderfully soft laundry and a special feeling of freshly washed that lasts up to 140 days*. The innovative duo capsules release a scent when you move them, giving you a freshly washed feeling long after you've washed your clothes. The specially developed and dermatological formula is kind to the skin and reduces static electricity.





Lenor UK *Daffodil & Vanilla Flower*

Trend Notes: The true scent of comfort – Vanilla, is twisted with yellow floral daffodil. Marc Jacobs Perfect scent (a global best seller) re-introduced Daffodil to the world of fine fragrance in 2020 and then again in 2021 with an intense version.

Lenor Fabric Conditioner and scent booster beads with exquisite daffodil accords expertly combined with gourmand vanilla notes - an exceptional luxuriant and delicious Spring experience that lasts up to 48 washes with a bottle made from 50% recycled plastics.

Voluspa Wildflowers

Trend Notes: Voluspa is releasing a lot of new scents this year after being relatively quiet on the NPD front for some time. This new launch is a floral (unusual for the US market where it launched first), but as it's not a straight floral – instead including herbs and a citrus woody infusion it sits quite nicely across the fragrance preferences of many different regions.

Fragrance description: You've been called to dance among the wildflowers, losing yourself in the beauty of this unruly floral sea. Lightly pass your hand over a kaleidoscope of Native Wildflowers, blooming Golden Poppy, Ambrosia and springing Herbs; sugared by misty vapours of Blue Agave and delicately kissed by the rising Citron sun. Gently coax this fragrant super bloom of Voluspa's Wildflowers.

Bolsius (Europe) True Joy Collection

Trend Notes: a perfectly named collection for the emotion people want to experience most at the moment as we carry on year 3 of an ongoing pandemic and other worldly woes– joy! The themed candles carry on the trend of happiness from nature.

Botanic Freshness embodies a summery, botanical fragrance with aromatic herbs, like crushed tomato leaf, and a hint of citrus. Discover the invigorating scent of a herb garden on a summer's day.

Floral Blessings combines the cheerful fragrances of orange blossom, jasmine, rose and juicy orange with an undertone of musk. Discover this irresistible feel-good fragrance of a garden full of fragrant blossoms which will help you relax!

Oriental Softness is an enticing, earthy fragrance with a subtle blend of moss, sultry wood tones and a hint of orange and powdery amber. Discover the lush, calming fragrance of an oriental garden in full bloom.

Spring Blossom: The freshly sweet, invigorating scent of a promising spring day! Spring Blossom is an enticing combination of juicy ripe pear, spring blossoms in bloom and a fresh accent of mint.



Otherland (USA) Beach Club Collection

Trend Notes: Otherland's Beach Club Collection is back for another summer, but this time, there are three new scents: Melonspell, Nectar Pop, and Coco Blossom, joining returning scents Matchpoint, Freshwater Pearl and Stone Fruit, that were available last year. Trending scent notes include amber, gardenia, coconut and watermelon – a twist of exotic and juicy fruits that are warm and vibrant!

Nectar Pop

Golden Mango, Coconut Cream, Chili Salt

Coco Blossom

Island Coconut, Gardenia Petal, Warm Amber

Melonspell

Ruby Watermelon, Cucumber Dew, Palo Santo



Bath & Body Works Butterfly

Trend Notes: a new trend collection from Bath and Body Works USA celebrating the ‘airy-ness’ of Spring and the first signs of summer. Also note the purple theme – inspired by Pantone’s Colour of the year 2022; Very Peri.

What it smells like: an inspiring flight through sweet, floral spring air.

Fragrance notes: raspberry nectar, iris petals and airy vanilla.



Unilever Lynx UK Epic Fresh

Trend Notes: Lynx has launched a new range in the UK called Epic Fresh with grapefruit and tropical pineapple. The four-strong range includes Epic Fresh Body Spray with 48-hour high definition, Epic Fresh Anti-perspirant with 72-hour anti-sweat, Fresh Boost Shower Gel and Epic Fresh Anti-perspirant Roll On with 48 hrs' anti-sweat.

The fragrance itself is touted as offering a “boldly masculine scent” with “marine and fruity notes”.

It was designed to appeal to Gen Z shoppers, said the brand, who were “looking for that ‘just out of the shower freshness’ that lasts all day”.

The range contained “plant-based probiotics” as well as “odour busting zinc-technology” and “72-hour pro scent technology”, it added. It reformulated its entire range with the rebrand, in a move it claimed would help deliver longer-lasting freshness and “superior fragrance”.

THE NEW LYNX EFFECT



Method (USA) Hand Soap Collection

Trend Notes: “Wash Wanderlustly” is the tagline for these new hand soaps as the brand explores a new nature themed range supporting national parks.

Woodlands: heard of forest bathing? welcome to forest hand washing. with notes of pine + cedarwood, woodlands transports you to a giant evergreen grove

Alpine Meadow: wander off to alpine meadow, with notes of knee-high meadow grass and wildflowers as far as the eye can see.

Desert Citrus: the canyon is calling. desert citrus fragrance pairs picturesque plateaus with zesty notes of orange and grapefruit.

Harbor Cove: let the scent of salty ocean air wash over you as you explore the islands + inlets of the eastern seaboard with harbor cove. adventure ahoy

Paradise Reef: refresh your senses with the scent of tropical fruit on the breeze. paradise reef fragrance whisks you off to saunter the sunny shore.





WOMEN'S FRAGRANCE

Baldessarini Bella Pink Grapefruit, Black Currant, Marigold, Yellow Mandarin, Rose Absolute, Rose Super-essence, Gardenia, Watery Notes, Musk and Orcanox.

Miss Dior Rose Essence Geranium, May rose, Vetiver, Patchouli, Guaiac Wood And Musk.

Giorgio Armani My Way Floral Egyptian Orange Blossom, Zesty Italian Green Mandarin, Bitter Orange, Indian Tuberose, Tunisian Neroli, Vanilla and White Musk

Juliette Has A Gun Magnolia Bliss Bergamot, Petitgrain, Lemon, Ginger, Greengage Accord, Nectarine, Magnolia, Freesia, Peony, Ambroxan, Musk, Vanilla and Tonka Beans.



MEN'S FRAGRANCE

Jimmy Choo Man Aqua Cardamom, Grapefruit, Marine Accord, Clary Sage, Patchouli and Salted Moss.

Dolce & Gabbana Light Blue pour Homme Italian Love Grapefruit, Sicilian Bergamot, Ozonic notes, Violet Leaf, Green Notes, Cashmeran, Vetiver, Musk, Guaiac Wood and Patchouli.

Paco Rabanne Invictus Platinum Grapefruit, Absinthe, Mint, Lavender, Patchouli and Cypress.

Kenzo Homme Eau De Parfum Marine notes, Leather and Patchouli.



PREMIUM FRAGRANCE



GOUTAL Paris *Folie d'un Soir*

GOUTAL Paris has added a fourth fragrance, Folie d'un Soir, to its collection of fragrances previously known as Oiseaux de Nuit (read Elena's Nocturnal Birds Goutal). Upon the arrival of Folie d'un Soir, the collection got a new name – Les Parfums de Géraldine – and interpretation, on the official website, it is said that the collection is inspired by Annick Goutal's modelling years.

"Some big decisions look like sudden impulses. Annick Goutal's departure for London is one of them. Without knowing what fate had in store for her, the young woman resolved to leave the nest in Paris to spread her own wings and fly.

A woody spicy fragrance, Folie d'un Soir is a daring scent that captures this decisive moment in the life of the Goutal creator. Orchestrating a spicy burst of top notes, pink pepper suggests the spark that inspired her to take the gamble. A heart with a velvety note like a leather travel bag meets the flower that would become Annick Goutal's emblem: the rose. Meanwhile, myrrh, frankincense and cocoa blow a bewitching and deliciously addictive breeze over the skin".

Notes: pink pepper, leather, Turkish rose, myrrh, frankincense, cocoa

PREMIUM FRAGRANCE

Ellis Brooklyn

Sun Fruit

U.S.-based fragrance brand ELLIS BROOKLYN, founded by Bee Shapiro in 2015, presents its new edition called Sun Fruit. With the new fragrance, the brand promises you a reinvention of the floral-fruity category of perfumes with a potent mixture of citrus, fig, white florals, and vanilla.

Announced as unapologetically heady, brazen, and rich, Sun Fruit is imagined as the kind of scent that inspires vacation daydreams, tan lines, bare skin, and sun-warmed florals.

Sun Fruit is a creamy and delectable blend of fresh fig, pear, plum leaves, bergamot, jasmine, coconut, and vanilla. It also features cyclamen, native to Europe and the Mediterranean Basin, which imparts a sweet scent and amplifies the amber and musk notes in the base.

Top notes: fig, bergamot, plum leaves, pear

Heart: jasmine, cyclamen, orris, orange blossom

Base: amber, vanilla planifolia, musks, coconut





PREMIUM FRAGRANCE



Louis Vuitton Fleur du Désert

The house of Louis Vuitton presents the new edition from the Les Parfums Louis Vuitton line, inspired by the Middle East. Fleur du Désert.

*After creating Ombre Nomade, Les Sables Roses, Nuit de Feu, and Pur Oud, perfumer Jacques Cavallier Belletrud also developed Fleur du Désert following Middle Eastern perfumery traditions. For this edition, he has picked three flowers that fit the theme. Namely, jasmine, orange blossom, and rose, which are said to have been used in the perfumery of this region since ancient times. To create **Fleur du Désert**, he was inspired by the "absolute beauty" of an oasis of lush vegetation, which he encountered during a morning walk in the desert of Saudi Arabia, not far from Jeddah. The delicacy of a bouquet of fresh flowers is topped with spices and given depth by an amber and woody trail.*

Notes: honey, cinnamon, jasmine, Centifolia rose, orange blossom, Assam oud, ambrox, ambrette seed



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