



TRENDREPORT 2020

11th edition

Welcome to the latest edition of our trendreport.

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



Essential oils have the power to accelerate skin healing, study from Indiana University finds. Beta-carophyllene, found in rosemary, lavender and ylang ylang can speed up wound healing

Lush's launches Ultraplant this 'Veganuary'. Formulated with Peruvian jojoba oil, orange blossom water, glycerine, sunflower wax, agave nectar and candelilla wax, and inspired by the beauty traditions of Ancient Greece.

Luxury French fashion and beauty brand Chanel has tapped into the latest fragrance trend for perfume pens with its new launch. Available in the brand's Chance, Chance Eau Fraîche, Chance Eau Tendre and Chance Eau Vive scents.

Balms will be taking over skincare this year as 'Skip Care' becomes mainstream. Neom Organics new Wonder Balm is blended with two of the brand's signature scents: Great Day and Perfect Night's Sleep.

Osmanthus will be a big fragrance trend in 2020, starting with the new launches in the niche and premium sector, this apricot scented floral will be big news.

Looking Forward

Not so long ago, the gold standard for beauty brands was to deliver a great product. But in 2020, brands will be expected to go much further, to stand for something way beyond their products. As we enter a new decade, the beauty industry must prepare to take on its biggest role yet. The expectations on brands across all sectors are growing greater, but within beauty, consumers have raised the bar for everything from efficacy to ethics, and in the year ahead, their demands will evolve even further.

Source: *Cosmetics Business Pictured: Decree, Illuum and Muse Bath Apothecary*

FORECAST TOP 5 LARGEST BEAUTY & PERSONAL CARE CATEGORIES, 2020



Mass beauty & personal care
\$307.0bn



Skin care
\$145.2bn



Premium beauty & personal care
\$139.0bn



Hair care
\$79.2bn



Colour cosmetics
\$74.1bn

Global estimated figures. Source: *Euromonitor International*



2020 Key Trends



#1 The conscious beauty diet

Consumers are buying less. As awareness grows of the impact that the amount and types of purchases have on the planet, it is clear that conscious consumerism is here to stay. 'Skip-care' will really start to gain ground in 2020.



#2 Bioengineered ingredients

Fear over chemicals and what they do has fuelled the natural movement. As consumers switched to 'green' or organic alternatives, natural and engineered were at opposite poles. But the boundaries are now blurring.



#3 Impactful Beauty

In 2020 brands will be expected to go beyond reducing environmental harm and contribute positively with their product ranges. Zero impact is not enough; brands will need to add value through a driving purpose.

Trend #1: The conscious beauty diet

From meat to make-up, consumers are buying less. As awareness grows of the impact that the amount and types of purchases have on the planet, it is clear that conscious consumerism is here to stay. In beauty, this movement has become especially pronounced. Trends such as ‘slow beauty’, ‘minimalist beauty’ and ‘skip-care’ all point the same way: consumers are not only being drawn to buying less, they are uncovering the beauty benefits of using fewer products on themselves.

Skin care has a growing number of forward-thinking brands in this space. **Decree** sets out to simplify the skin care routine with seven products contain ‘a highly scrutinised and pared-back edit of skin care actives, blended to synergistically enhance one another’. Japanese brand **Mirai Clinical** has a less-is-more philosophy. Its hero product Skin Balancing Sugar Oil contains sugar oil (squalene) as its only ingredient, and the brand will shortly be discontinuing its other face products. Another example is US brand **Illuum**, with its “you deserve less” philosophy – fewer products, fewer ingredients and less skin stress. The skin care brand offers only six products, many of which contain just two or three ingredients each, which are designed to equip skin with the tools it needs to perform the job it was designed to do.



Trend #2: Bioengineered ingredients

Fear over chemicals and what they do to the skin, body and the environment has fuelled one of beauty's biggest influences over the past two decades – the natural movement. As consumers switched to 'green' or organic alternatives, natural and engineered were at opposite poles. However, the boundaries are now blurring due to two reasons: consumers are realising that natural does not necessarily mean better or more environmentally friendly, and new materials are emerging that straddle the line between natural and engineered.

New brands are coming to market that leverage scientific and engineered approaches to take the best of what nature has to offer and elevate it for beauty consumers. Skin care brand **One Ocean Beauty**, for example, uses biotechnology to replicate marine-derived ingredients, such as micro-organisms, seaweed, kelp and algae in a laboratory, which enables them to continue to thrive in their natural habitat. This use biofermentation technology also enables the company to isolate specific benefits, such as the protective factors of wakame from the Sea of Japan. A further example is **Eighteen B**, a brand from US biotech company Bolt Threads that launched in March 2019 with two skin care products. Revitalizing Hydrogel Moisturizer and Hydrate + Restore Rich Cream are created with the brand's proprietary B-silk protein, which is engineered by fermenting yeast, water, sugar and salt to produce a natural silk-like substance. The B-silk protein has an intact structure that enables it to work more efficiently, for better results; hence science trumps nature in more ways than one!



Trend #3: Impactful beauty

Zero-waste beauty was a key trend in 2019, but in 2020 brands will be expected to go beyond reducing environmental harm and contribute positively, with products that enable consumers to feel good about buying them. Zero impact is not enough; brands will need to add value through a driving purpose. More and more, consumers are purchasing for ethics and values over brand heritage or prestige. In the age of the ethical consumer, brands are finding that status and branding no longer hold as much sway as purpose and principles. A wave of pioneering indie brands that are brimming with purpose are already setting the standard. Brands like **The Soap Co**, **Beauty Kitchen**, **LOLI Beauty**, **Sana Jardin** and **BYBI** that tackle environmental and social issues and deliver great product, are capturing both headlines and market share.

Nashville, US-based **Thistle Farms** is a social enterprise that helps women survivors recover from trafficking, prostitution and addiction by providing them with a residential program that provides job training at the company, as well as medical care, therapy and free housing. The women of Thistle Farms make a range of bath and body care products, including Exfoliating Body Scrub and Nourishing Body Butter, that fund their employment. In 2018, Thistle Farms Social Enterprises sold over \$3.3m in revenue, a 44% increase over the previous fiscal year, according to Giving Matters.





Homecare

Fabric Conditioner

The latest new launch from Lenor UK celebrates a twist on the traditional poppy. Yellow florals will be a big trend in home care in 2020.

With Lenor you can transform the everyday chores into a sensorial experience. Its sophisticated multi-sensorial scent experiences are inspired by the latest trends. Furthermore, Sparkling Bloom & Yellow Poppy fabric softener scent gradually releases uplifting aromas with every touch, revitalising your senses with an impulsive burst of modern floral freshness and comfort.



Homecare *Dishwash*



The kitchen sink will be getting a makeover with these new products **Denkmit** has launched *Lovely Moments* and *Beautiful Dreams* which claim superior cleansing abilities and skincare style benefits, whilst **fit** have launched their Spices Editions with; *Hibiscus Flower and fiery Red Pepper, White peach & Nutmeg and Lime & Rosemary*.



Fit have also made a point of their environmental credentials with Ingredients based on renewable raw materials, Surfactants of natural origin - completely and rapidly biodegradable, bottles made from 100% old plastic and a sleeve label with embedded perforation seam for easier removal of the label - for optimal recycling.

Village Candles *Spa*



The latest new collection from Village Candles USA focuses on wellbeing and is influenced with a Spa like feel.

Inner Peace combines muguet flower and lavender with musk and a touch of warm cedar to transport you to lying under your favourite tree in the afternoon spring sun.

Harmony blends a soft floral, light powder with a hint of sweet berries – to bring you a feeling of calm and balance.

Enlighten provides a sense of inner calm with an enchanting full bloom bouquet of rose and peonies, while illuminating inspiration with a touch of mandarin and sandalwood.

Clarity provides the essence of a cool stream infused with the surprising notes of citrus and bergamot, allowing the energy of your life to propel you forward to destinations unknown.

Yankee Candle USA

Garden Hideaway

The Garden Hideaway Collection from Yankee candles will be launched globally this Spring. Flowers and citrus fruits feature heavily as normal, but the Herb Lemonade is something a little different from the brand.

Sunny Daydream: Drift away among the flowers with the warm, sweet scents of exotic ylang ylang, bergamot and jasmine.

Homemade Herb Lemonade: Your very own freshly-squeezed lemonade, made with a hint of ginger and garnished with herbs picked right from your garden.

Camelia Blossom: Soft and peaceful - your favourite spot in the garden, enveloped in the luminous fragrance of camelia.

Afternoon Escape: A woodland escape into an enchanted garden - with sun-warmed cypress, jasmine, lemon and cedar.

Roseberry Sorbet: Pure refreshment on a sunny day : tangy berry sorbet topped with a sprinkling of candied-rose petals.





Drunk Elephant **F – Balm Mask**

Drunk Elephant ventures into overnight masks with their new launch.

The Shiseido-owned skin care brand has landed an exclusive retail deal for the release via Sephora USA. Overnight mask F-Balm Electrolyte Waterfacial is designed to cool and hydrate the skin, and is said to be particularly suitable for hungover or overly-parched skin. To be used as part of an evening beauty routine, the product’s key ingredients include niacinamide, sodium PCA, plant squalane, five forms of ceramides and omega fatty acids. Drunk Elephant’s formulation also include vitamin F to “restore the balance of hydration and moisture levels to the skin”.

Victoria's Secret *Body Mists*

Victoria's Secret USA has launched their latest new trend collection; Fresh Oasis, ready for Spring 2020. It's the beginning of...anything you want. Positive and optimistic, with fragrances to match. Find your shine in lush greens, waterfall mists, cascading florals and sacred woods. It's a fragrance adventure, and it starts with you.

Marine Splash

Floral Fresh. Waterfall petals. Grapefruit mist. Dive in.

Oasis Blooms

Fresh. Citrus flower. Coconut musk. Let's escape.

Bright Palm

Fruity Warm. Apricot blooms. Coconut milk. Find your shine.

Fresh Jade

Fresh Gourmand. Lime squeeze. Driftwood waves. Coast away.



LIMITED EDITION
FRESH OASIS

Find your shine with lush botanicals and cool waters.



Skinny Tan **Choc Range**

Skinny Tan UK has unveiled their latest body tanning collection, The CHOC Range, featuring three rich, chocolate inspired products; the Primer Cookie Dough Scrub, the Choc Self-Tanning Whip and the Instant Tan Melt. Designed to indulge the senses from priming the skin right through to the faultless fake tan finish for both the face and body, each product is composed of creamy and chocolate-y fragrant hues. Bursting with natural extracts of cocoa and vitamin E, The CHOC Range is packed with antioxidants and anti-aging properties without hurting the environment.



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

Miss Dior Rose N'Roses is a sparkling floral fragrance; Grasse Roses brightened by mandarin, geranium, bergamot zest and intensified by white musk.

Kenzo Poppy Bouquet; a woody floral fragrance include Nashi pear, mandarin, rose, jasmine, gardenia, almond and woods.

Chloé Nomade Absolu de Parfum; The crisp of cherry plum, enriched by the fruity facets of davana and warm, sensual oak moss and soft sandalwood.



CK One Collectors Edition 2020 for the Chinese Year of the Rat opens with bergamot, cardamom, pineapple and guava followed with white rose, nutmeg, violet and green tea. Amber and musk bring warmth to the base.



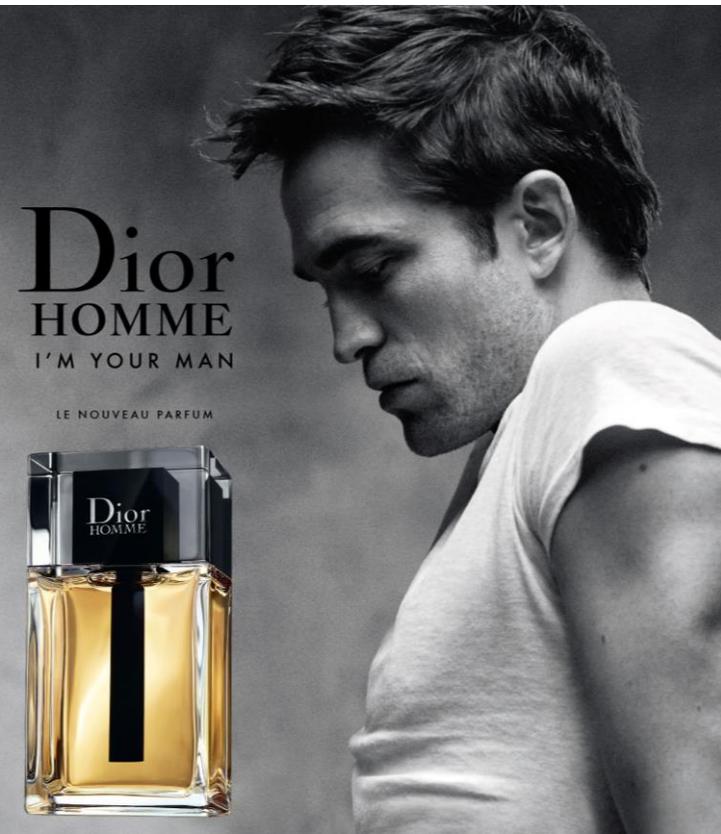
MEN'S FRAGRANCE

Hugo Boss Now combines an exhilarating boost of cardamom and lemon zest with fresh aromatic notes of lavender, mint and vetiver.

Dior Homme I'm Your Mana overdosed with carnal woody notes; bergamot, pink pepper, Atlas cedar, patchouli Coeur, cashmere, white musk and Haitian vetiver.

Gucci Guilty Love for Him; A modern aromatic fougere spicy green with ginger, kumquat, mandarin orange, pink pepper, lavender, geranium, rosemary, patchouli, benzoin and vetiver.

Jean Paul Gaultier Le Male Aviator includes mint, violet leaf absolute and woods.





PREMIUM FRAGRANCE



EAU CAPITALE

Diptyque is paying tribute to Paris, its birthplace. Only chypre, a legendary accord with a thousand facets of perfumery, could celebrate Paris as the city of a thousand faces, the arts and literature where heritage and modernity come together. Eau Capitale has been designed by the artist Pierre Marie with an Art Nouveau decoration, the emblematic style of Parisian architecture.

RAW MATERIALS - Rose, Bergamot, Patchouli



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



LOVE OSMANTHUS

Atelier Cologne has launched Love Osmanthus, a new fruity floral fragrance. Osmanthus flower from China brings peach-like creaminess while lemon from Italy adds brightness and warmth, both grounded by cedarwood from America. Discover the osmanthus flower with Atelier Cologne. Sourced in China, this nocturnal flower blooms at night, adding a fruity essence to an exotic garden under the moonlight. Love Osmanthus captures the aura of this special flower in the same way a secret garden provides a haven to forbidden lovers.



PREMIUM FRAGRANCE



WILD GERANIUM

Aerin has launched Wild Geranium, a new fragrance for women.

A fresh-cut geranium note and sparkling touches of pink pepper and winter lemon lead you through a maze of enchanting florals. Dewy narcissus mingles with orange flower petals, white peony, rose centifolia tuberose absolute and warm benzoin.



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

Call: +31 (0)36 - 536 33 35 or email:

customercare@hollandaromatics.nl