



TREND REPORT 2020

14th 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**



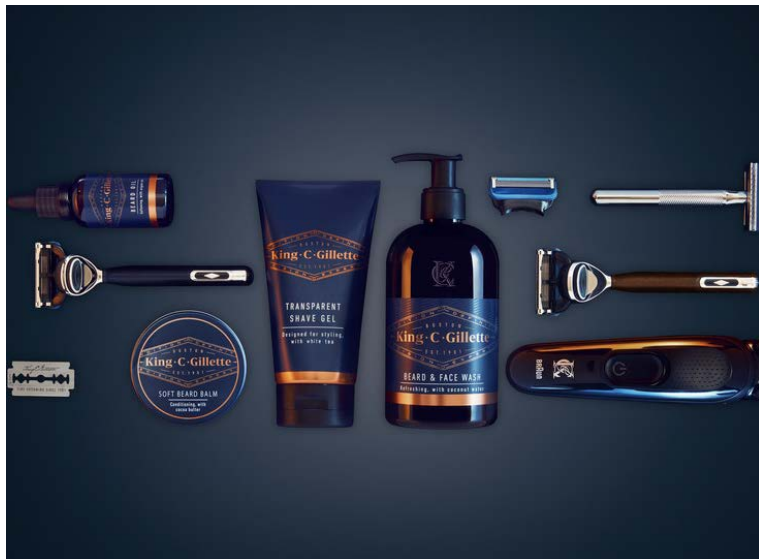
The hand care category is undergoing major growth as consumer demand for hand wash and hand sanitisers increases. **Herbivore** has recently launched **Calming Lavender & Pink Grapefruit** variants under the new Hand Hero range.

Functional fragrances are on the way, so it's not just about smelling good, but the ingredients with 'additional' functions that effect our physical and emotional health in a positive way. For example, Firmenich have just created a new ingredient called Dreamwood – a sandalwood styled ingredient that also has skincare properties.

La Roche-Posay introduces the brand's new Anthelios moisturising sunscreen body lotion in the first cardboard-based tube, which helps to reduce the amount of plastic required for manufacturing by 45%.

The male grooming sector continues to grow steadily and Gillette has announced the launch of King C. Gillette. The care sector of the range comprises of Daily Beard & Face Wash, Soft Beard Balm and Beard Oil.

Hawaiian Tropic have released 'Beachside' a candle that smells just like their iconic coconut sunscreen. Since not many people can get out this year, destination candles linked to scent memories are set to get ever bigger than they are now!



Looking Forward

Prestige beauty may be experiencing a double digit decline at the moment, around 58%, according to date from NPD Group, but home fragrance is not one of them. Home ancillary gift sets — essentially, candle sets — are up 6%.

At the start of the year, perfumer David Moltz, founder of Brooklyn-based D.S. & Durga, was selling a lot of fine fragrance. Candles and ancillary products like hand soaps and body lotions were a nice-to-have, not need-to-have, part of the business, making up less than a quarter of the brand's total sales. Then as Coronavirus-induced lockdowns left most consumers confined to their homes the demand for candles and home fragrance has skyrocketed. For D.S. & Durga, home fragrance sales on the brand's e-commerce site have tripled in the last month, and doubled through its wholesale accounts with retailers such as Nordstrom and Saks.

For Jo Malone London in their home market, the UK, a third of purchases are currently made in the home category and US brand Nest has noted a "dramatic shift" back to candles from diffusers, which had been more popular for them at the start of the year.

Source: WWD | New launches pictured; Colonial Candle Gaiam Aromatherapy Collection, Millefiori Violet & Musk and Bath & Body Works Berry Waffle Cone



Home Care Botanical Origin

Hitting the shelf in UK retailers, this new brand by Reckitt Benckiser is based on the power of plants, proving to customers that going green doesn't mean compromising on efficiency.

Product Story: Botanical Origin is on a mission to help you reduce your impact on the environment. So, we've harnessed the power of plants to create an eco-conscious range of botanical-based home cleaners that doesn't compromise on performance. If you're one of the 90% of people that believes that green doesn't clean, we've made these products for you!

The range includes Laundry Detergent, Fabric Conditioner and Multipurpose Cleaner in 2 fragrances; Fresh Jasmine & Wild Lavender and Orange Blossom & Citrus Leaves.



Thymes Laundry Care

Fragrance was a key component for the brand, alongside suitability for purpose, when Thymes formulated its new Laundry Home Care Collection with its 2 best-selling fragrances.

These new concentrated laundry detergents are formulated with 100% naturally derived surfactants containing a unique super blend of bio-enzymes that offer a natural, convenient and powerful system that helps remove tough stains. The deodorising and neutralising sprays eliminate airborne and surface household odours from all fabrics and furnishings.

Washed Linen

This irresistibly delicate and woody scent is as inviting as freshly laundered sheets, dried with an outdoor breeze. Refreshing notes of fresh cedar wood, calming lavender and white pepper are rounded out with an intriguing touch of grapefruit, orange flower and amber.

Mandarin Coriander

This one-of-a-kind herbal and citrus blend is like a breath of fresh air. Lively mandarin oil. Robust coriander. Vibrant grapefruit. Calming lemon balm. Warm sweet marjoram. Fragrant rosemary leaf. Cozy Irish moss. Sacred Atlas cedarwood. Verdant green ivy.



Sephora Summer '20'

Candles are more popular than ever at the moment as people use them as part of their self-care routine.

Refresh: This has notes of black currant, grapefruit, jasmine, and musk to give your home that perfect spa-like feel.

Pop Fizz: This candle has notes of blood orange, red currant, and creamy sandalwood that will leave a delicious zest to your space.

Unwind: This addictive candle has notes of black amber, vanilla, and sandalwood combined with pink berry and bourbon to turn your home into a peaceful hideaway.

Bloom: This candle has notes of rose petals, freesia, and amber that harmoniously blend to create an everlasting ambiance.





Bolsius Citronella

Citronella used to only be available in lemon; a strong and functional scent designed for a specific purpose. However, as the home fragrance market has become even more sophisticated, so to have 'functional' fragrances.

Bolsius have launched their new Citronella with a hint of pepper. Thanks to the use of natural 'Timur pepper' extract, this citronella candle has a milder fragrance. Timur berries look like peppercorns and smell surprisingly fresh. Traditionally, they are used as a flavouring and are known for their citrus fragrance.

ADDITIONAL NEW PRODUCT LAUNCH: Spaas are also jumping on the trend for more sophisticated citronella's with their new collection; Asian Garden, Ginger Love, Lemon Breeze and Summer Blossom.





Haircare Inkey List

The Inkey Lists aim is simple: break through beauty jargon to deliver a straightforward take on the most-wanted ingredients in {skin care} and now {hair care} too! The brand has prompted many spin offs – The Boots Ingredients Collection is the latest one, due to its popularity with consumers, which is simply attributed to the fact the products have been proved to be effective via consumer reviews.

The new hair care range includes;

Caffeine Stimulating Scalp Treatment, Peptide Volumising Hair Treatment, Hyaluronic Hydrating Hair Treatment, Shea Oil Nourishing Hair Treatment, Amino Acid Anti Gray Scalp Treatment, Vitamin C brightening Hair Treatment, Chia Seed Curl Defining Hair Treatment and Salicylic Acid Exfoliating Scalp Treatment



Aromatherapy Associates **Shower Oils**

Aromatherapy and botanical style ranges using natural ingredients are so on trend right now, as wellbeing and self care are prioritised by consumers looking to relax and de-stress using personal care products. The heritage and provenance of this brand are essential oils, so this premium shower oil range promotes the benefits of the fragrance oils plus the skin benefits/sensorial effects of a shower oil.

Revive: Energise & awaken

A reviving, therapeutic essential oil blend of Grapefruit, Rosemary & Juniper Berry

Muscle: Ease & recover

A comforting, therapeutic essential oil blend of Rosemary, Ginger & Black Pepper

Rose: Enrich & uplift

A rejuvenating, therapeutic essential oil blend of Rose, Geranium & Palmarosa

De-stress: Calm & focus

A comforting, therapeutic essential oil blend of Frankincense, Petitgrain & Wild Camomile



Thymes Wellness

Another new wellbeing collection with 3 core collections; Rest, Refocus and Revive, focusing on body care and supporting products such as natural diffuser oils, to create a complete scent experience.

Rest: Lavender & Cedar; Renew stressed skin while calming the senses for a well-deserved night's sleep. Naturally crafted with a blend of lavender and cedar essential oils created to care for your body as you unwind from your day and enjoy relaxation.

Himalayan Salt Therapy | Super Seed Body Butter | Soothing Body & Pillow Mist

Refocus: Juniper & Mint; products created to care for your body amidst the chaos and daily grind, to engage in a moment of midday recovery. Restore a healthy glow to depleted skin while bringing balance to the senses, giving you that instant boost. Naturally crafted with moringa, chia, and flax super seed oils and a blend of juniper and mint essential oils.

Oil to foam Cleanser | AHA Body Hydrator | Activated Charcoal Scrub | Natural Diffuser Oil

Revive: Sweet Tangerine & Rosemary; Energize and invigorate tired skin while awakening the senses to help you rise and shine. Naturally crafted with moringa, chia, and flax super seed oils and a blend of sweet tangerine and rosemary essential oils.

Walnut Shell Body Polish | Revive Moringa Oil Cleansing | Moringa Oil Cleansing Mousse | Triple Oil Body Serum | Natural Diffuser Oil





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

Mademoiselle Rochas In Black Bergamot, black tea, blackberry, rose, hawthorn, black leather, black vanilla, oakmoss and ambroxan.

Mugler Angel Nova Raspberry, lychee, Damask rose, benzoin and akigalawood.

Carolina Herrera Good Girl Supreme Berries, Egyptian jasmine, tuberose, roasted tonka beans and vetiver.

Kenzo World Power Immortelle, white musk, salt, powdery notes and tonka beans.





MEN'S FRAGRANCE

Michael Kors Extreme Sky Cool Spice, Pink Pepper, Cypress, Bergamot, Ozonic Accord, Juniper, Cedarwood, Vetiver, Clearwood and Musk.

Cerruti 1881 Silver Madagascan ginger, basil, lemon, coriander, sage, lavender, Madagascan geranium, ylang-ylang, pineapple, amberwood, patchouli and oakmoss.

Issey Miyake Fusion Lemon, coconut water, rosemary, geranium, cardamom, patchouli, ambrox and woods.

Diesel Spirit of the Brave Apple, bergamot, cypress, sage, patchouli, vanilla and amber.



PREMIUM FRAGRANCE



Iris Lumière

Fashion designer Shalini has just announced her fifth fragrance edition, called Iris Lumière. This is a counterpoint to the previous scent, Paradis Provence which was inspired by solar accords whilst Iris Lumière is inspired by moonlight.

This perfume captures the energy of the full moon with a composition of Orris Absolut, Hyacinth Orientalis, French Muguet, Galbanum and Frankincense. Orris butter is the heart of Iris Lumière. It is extracted from the rhizome of the Iris root, creating an exquisite woody, violet-like aroma of unearthly beauty. French Muguet's elegant sweet floral bell shape is borne in sprays during springtime, bringing a sense of tender happiness and inspiration. Hyacinth Orientalis creates a heady green soft note like crushed fresh leaves. Galbanum brings an earthy, green and fresh watery quality to the perfume. Frankincense lends a fresh balsamic, and woody note. It is a resin from the Boswellia tree that has been used since biblical times for prayer, clarification and healing.



PREMIUM FRAGRANCE



Simone Andreoli *Leisure in Paradise*

According to the perfumer Simone. "Leisure is a melody that reverberates in the Cuban streets and resounds on the Caribbean beaches. The sound of the sea is the soul lapping. A tropical poetry, a senses' adagio which dances at the sun while the salsa rhythm pulses. Contemplating, observing, listening and enjoy doing nothing. Having time to lose is an elevated expression of life!"

Leisure in Paradise is a perfume of the warm Caribbean breeze blowing on Cuba's shores; saturated with delicious sun cream scents and juicy fruit. It falls in the gourmand category with key notes like papaya, coconut, vanilla and Caribbean woods. The fruity notes are the start of an emotional journey towards paradise, with the sweet smell of papaya floating across the pure white sands of Caribbean beaches, joined by a delicate pineapple scent that adds to the whole tropical holiday feeling. The olfactory journey deepens with the creamy, exotic notes of coconut milk and tender vanilla, whose sweetness caresses the sense of smell, and a touch of Caribbean woods lends slightly dryer undertones to the base.



PREMIUM FRAGRANCE

Dunhill Signature Amalfi Citrus & Valensole Lavender

The green and citrusy freshness of the opening is built from notes of green mandarin, bergamot and bitter orange, illuminated with lemons and mandarins. Perfumer Olivier Gillotin places the herbal-flowerly shades of rosemary, as well as cardamom, green tea, neroli and jasmine in the heart, developing towards an elegant signature of vetiver, warm wood, amber, and the softness of musk in the base of the Amalfi Citrus composition.

TOP NOTES: lemon, bitter orange, green mandarin, mandarin orange, bergamot

MIDDLE NOTES: cardamom, rosemary, green tea, neroli, jasmine

BASE NOTES: vetiver, woody notes, amber, musk

Dunhill Valensole Lavender is created by perfumer Jerome di Marino who offers French lavender in bloom in a sophisticated and modern way. The opening of the composition includes lemon, saffron and nutmeg, which lead to a heart of French lavender embraced by sage and cardamom. The elegant base consists of woody notes; vetiver, amberwood and guaiac wood.

TOP NOTES: lemon, saffron, nutmeg

MIDDLE NOTES: French lavender, sage, cardamom

BASE NOTES: vetiver, amberwood, guaiac wood



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

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