



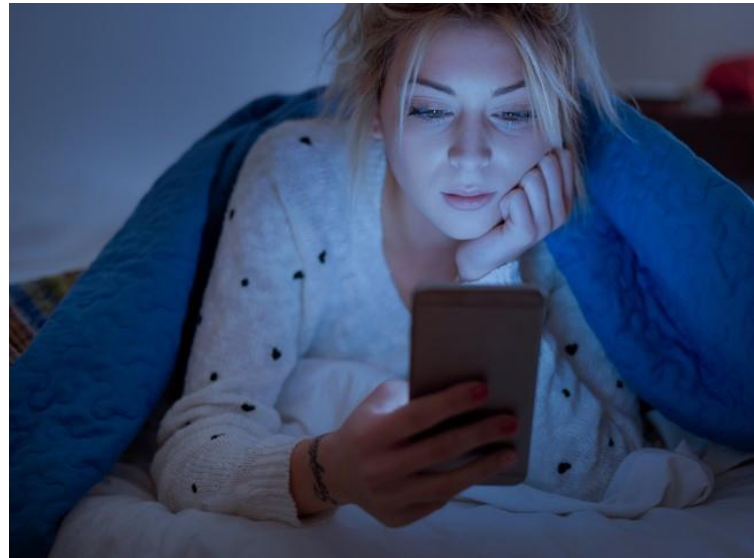
TREND REPORT 2020

15th 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.





Blue light exposure has risen in importance as consumers spend more time on laptops and mobile phones during COVID-19 lockdowns and working-from-home models, and so the beauty industry must ramp-up education on potential risks, says Unilever's global VP of science and technology.

Just Launched: LOEWE Home Scents, a new collection of home fragrances based on the raw essences of a vegetable garden. Eleven plant essences expressed as standalone scents within candles, wax candleholders, home fragrances and rattan diffusers.

Sephora France have launched the clean & sustainable Do Not Drink perfume collection, where 87% of the materials are from natural origin – even the alcohol is from beetroot!

Scalp serums, masks and scrubs are pushing the haircare market in new directions as the scalp and its 'needs' get treated to the next new wave of skincare led haircare products, such as Sunday Riley's new Clarifying Scalp Serum.

Seaweed bacteria could be the answer to environmentally friendly laundry days. Some macroalgae keeps clean using an enzyme which could lead to more efficient detergents, and prevent microfibres entering the environment say scientists.

Looking Forward

In 2019 the global fragrance market was worth \$51.03bn and grew +3.7% according to Euromonitor International, but as the COVID-19 outbreak disrupted everything from the supply chain to the retail and travel retail environments, what are the opportunities and how will the category (which was already showing low to flat growth) be shaped to be more resilient in the future.

The global pandemic is accelerating trends and wider developments across the beauty industry, and within fragrance, the unprecedented change it has brought to the category will reshape it significantly, from the way fragrances are marketed and sold to the kind of NPD that appeals to consumers. With travel retail representing up to 20% of the fragrance business (source: ROSAE), and online penetration only accounting for about 6% of retail (source: Phlur), many of the big fragrance brands have been affected in a significant way. As consumers will now be using digital shopping as a way to make their beauty purchases, many fragrance brands have launched discovery & library sets for consumers to explore scents collections, as well as new sampling ideas and online consultations.

Brand purpose becomes a critical purchase credential and the push towards sustainability, transparency and social purpose represent ongoing challenges and opportunities for the category. Functional fragrances and mood boosting fine fragrances are key for 2020+ and there may be more scope within body mists, for example, which have already gained momentum in recent years, with popular brands including So...? and Victoria's Secret launching trend collections.

Source: *Cosmetics Business Pictured*; *Ellis Brooklyn & Rosie Jane* (both sustainable 'clean' fragrance brands)



madie

LIBRARY



Home care *Fabulosa Disinfectants*

In our 2020 trend forecast we predicted that cleaning products would begin focusing more on seasonal scents (and that Pumpkin Spice was a key trend) and here are latest seasonal offering from a brand that's gone viral on social media due to influencers paid and unpaid promotions. The brand has recently been listed at Aldi.

Fabulosa Concentrated Disinfectant contains a blend of surfactants and agents that help lift dirt and grime off surfaces and provides a long lasting shine. Each bottle packs a powerful 4 in 1 action: Cleans & disinfects, Removes dirt & grime, has a strong pleasant fragrance and provides a long lasting shine.

The new UK fragrance launches: Spiced Pumpkin, Gold Touch and Apple Spice

Home Care Pril Dishwash



Dishwashing fragrances have become much more premium as the scent profiles in home care become more sophisticated. What started out in fabric and laundry care has transferred into the dish wash market, and with all the extra interest in disinfectants and antibacterial sprays we predict this trend will have a big impact on that market sector very soon.

The new launches from Pril include mineral pearls and luxurious fragrances. **Pril Power & Perlen** gives you effective fat dissolving power. The pearls are of 99.9% natural origin while the body of the bottle is made from 100% recycled plastic, that can be recycled again after use.

New fragrances: Ocean Fresh & Lotus Blossom and Pomegranate & Orange Blossom

Air Care Car Perfume

The Perfume Shop UK has revealed that one of its fragrance categories in particular has revved up in popularity recently, which is no surprise as the category has started to launch some real innovations in the last 18 months, as consumers have started to enjoy a scented environment outside the home.

Compared with sales in 2019, the retailer's car scent category has seen a 200% uptick in sales. Best-sellers in the sub-category include products from fragrance brand Spry.

Said to last up to three months, the five naturally produced scents include **Zing**, featuring lemongrass and verbena; **Shade of Noir**, blended with pomegranate, plum and vanilla; **Heaven Scent**, infused with musk and sandalwood; **Sea Rock**, including notes of seaweed and citrus; and **Aphrodite Black Rose**, featuring oud, tobacco and Halfeti black rose.



Yankee Candle **Campfire Nights**

Autumn is here and so are the new scents from Yankee Candle, celebrating the traditional moments and 'flavours' of the season.

A Night Under The Stars

A woody spicy fragrance with spicy notes that revive through a perfect mix of rose, leather and driftwood. Top: Leather, Spices, Driftwood. Middle: Cloves, Saffron, Rose. Base: Incense, Patchouli, Cedarwood.

Crisp Campfire Apples

The scent of freshly picked apples roasted over a crackling campfire as you gaze at thousands of stars in a crisp night. Top: Apple, Cloves, Mandarin, leaves. Middle: Cinnamon sticks, Oak leaf. Base: Tonka Beans, Blonde Woods.

Warm & Cosy

A beautiful evening by the campfire wrapped in a lovely soft blanket. Every time you breathe deeply, you can smell the delicious crisp, warm scent of cedar, cashmere and eucalyptus. Top: Balm, Peppermint, Eucalyptus. Middle: Cashmere, Cedarwood, Golden Amber. Base: Patchouli, Lit Firewood, Musk.

Pecan Pie Bites

The scent of mini pastries, just big enough to hand out, wonderfully filled with an overdose of sweet spicy roasted pecans. Top: Cinnamon leaves, Caramelized Sugar, Pure Honey. Middle: White Hazelnuts, Pecans, Dark Chocolate. Base: Cloves, Oak wood, Smoked Cedar.





Dairy Queen Fall Blizzard

Last year, Dairy Queen (USA) released five scents as part of its Fall Blizzard Candle Collection. Only two of them are coming back this year, but there are four new ones to check out. The Pumpkin Pie Blizzard and Snickerdoodle Cookie Dough Blizzard candles are back, and the new ones include Caramel Apple Pie Blizzard, Brownie Dough Blizzard, Oreo Mocha Fudge Blizzard and Choco Dipped Strawberry Blizzard.

Caramel Apple Pie Blizzard

Vanilla soft-serve, apple pie pieces, and soft caramel pieces

Pumpkin Pie Blizzard

Vanilla soft-serve, real pumpkin pieces, and topped with whipped topping and nutmeg

Oreo Mocha Fudge Blizzard

Vanilla soft-serve, Oreo cookie pieces, coffee, and sweet choco chunks

Snickerdoodle Cookie Dough Blizzard

Vanilla soft-serve, soft snickerdoodle cookie dough pieces, cinnamon, and sugar

Brownie Dough Blizzard

Vanilla soft-serve, brownie dough pieces, choco chunks, and cocoa fudge

Choco Dipped Strawberry Blizzard

Vanilla soft-serve, strawberry, and choco chunks



Jo Malone Townhouse Collection

Jo Malone London's newest candle range, The Townhouse Collection, that captures the curious characters and unique moments within a London townhouse. New for autumn 2020, this collection is made up of six scents – Wild Berry and Bramble, Pastel Macaroons, Green Tomato Vine, Glowing Embers, Lilac Lavender & Lovage and Fresh Fig & Cassis.

Lilac Lavender & Lovage

Lavender-fresh sheets on a Sunday morning. The bedroom window stands slightly ajar, letting in the aroma of the dewy flowerbeds below. Lavender and lovage grow side by side; the calming scent of the iconic flower blending with the aromatic greenery of this humble herb.

Wild Berry & Bramble

The scent for any hour. The signature scent of home. Amble up the sunny pathway and past a fragrant tapestry of thorny shrubs and arching brambles, brimming with red berries. Their fresh juiciness carried on the air.

Pastel Macaroons

Take your seat for a truly English tradition: afternoon tea. With the sweetest hour of the day comes a taste for temptation. Delectable desserts and charming pastries infuse the atmosphere with sugary warmth. Almond tarts and freshly baked scones with pastel macaroons in delicious hues.

Green Tomato Vine

Tender vines warmed by the afternoon sun in the greenhouse. Sprightly tomato plants drape against the balmy windows, releasing their rich, green aroma and an earthy tang. A secret space for colourful stories.

Glowing Embers

A room to retreat to after the last guests have gone. Throw a log onto the fire and relax into your favourite chair. Flames crackle and pages turn. The comforting scent of glowing embers fills the room.

Fresh Fig & Cassis

A leisurely breakfast in the courtyard. Ripe figs cover stone walls, lovingly embraced by the morning sun. Fresh air sweeps the garden, bringing with it hints of leaves and trees.





Nivea **Fresh Blends**

Plant based milk ingredients are trending in the food and beauty sectors, crossing from bodycare to shower gel launches, and Nivea has jumped on the trend with three plant milk infused launches.

Nivea fresh blends offer a little joy for your skin and a little love for the planet! The delightful and refreshing biodegradable formulas are lovingly blended with naturally derived ingredients, fruit extracts and plant based milks.

Apricot, Mango & Rice Milk
Raspberry, Blueberry & Almond Milk
Watermelon, Mint & Coconut Milk

**NIEUW NIVEA
FRESH BLENDS
DOUCHEGELS**

The Body Shop **Hair & Body Mists**

Hair and body mists are one of the categories mentioned when analysts talk about opportunities in the fragrance market, so it's no surprise to see companies start to ramp up the on-shelf presence of these multi-functional products.

Product Story: Get a refreshing and uplifting burst of fragrance with the superfood-inspired Hair & Body Mists. Perfect for when you need a quick pick-me-up, these cute and colourful mists are inspired by ingredients from around the world to freshen up your hair and body, and gives you those feel-good vibes wherever you are, whatever you're doing.

Apricot & Agave: Sweet and fruity apricot scent with notes of orange, bergamot and agave.

Pink Pepper & Lychee; Delicate pink pepper scent with notes of lychee, peony and rose.

Lime & Matcha: Zesty, green scent with notes of lime, matcha and sandalwood.

Coconut & Yuzu: Fresh scent with notes of yuzu, coconut and jasmine.

Pomegranate & Red Berries: Fruity red berry scent with notes of pomegranate, cherry and rose.



Victoria's Secret Succulent Garden

A collection of juicy fruits and fresh flowers in products that include body sprays and lotions. The limited-edition line-up includes sweet berries, luscious peach and dewy petals that are ripe for the picking.



Fresh Peach. Wild Petals. Go for bold.



Golden Plum. Soft Sandalwood. Sweet escape



Juicy Pear. Alluring Jasmine. To be desired.



White Strawberry. Creamy Magnolia. At first blush.

Le Petit Marseillais **Shower Gels & Eco Refills**

These new organic shower gels can be refilled when empty meaning that single use plastic is not a problem, adding to the purpose of the product launch. With locally grown ingredients that 'smell like' Provence, this new range is designed with nature's ingredients, as well as an eco outlook.

Feuille D'Olivier Olive Leaf

This southern emblem makes the cicadas sing in the bathroom. For a shower that transports you to Provence!

Rose Sauvage: Wild Rose

All in delicacy, this bouquet of fresh flowers starts the day gently.

Myrtille Sauvage: Wild Blueberry

Joy and pep's invite themselves in this fruit concentrate for very vitamin-filled days.

Chataigne Des Bios: Wood Chestnut

With its gourmet fragrance, it is an ode to comfort and reassurance.





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

Armani My Way Bergamot, orange blossom, tuberose, jasmine, cedarwood and vanilla.

Chloe Rose Tangerine sunny mandarin, rose, black currant, cedar and white amber.

Gucci Bloom Profumo Di Fiori Jasmine Sambac Absolute, Chinese Osmanthus, Ylang-Ylang, Natural Tuberose, Jasmine Bud Extrait, Sandalwood, Sun Drenched Wood Accord, Orris Concrete, Benzoin and Musks.

Betty Barclay Oriental Bloom: Pear, freesia, jasmine, magnolia, tonka beans, vanilla, blond woods and musk.



MEN'S FRAGRANCE

Kenneth Cole Mankind Unlimited 2020 Sage, ocean breeze accord, mandarin oil, juniper berries, black pepper, cardamom, sandalwood, Atlas cedar and amber.

Hugo Boss Bottled EDP Apple, bergamot, black pepper, chestnut oil, cardamom oil, cinnamon oil, dark vetiver and musk.

Dolce & Gabbana K EDP Blood Orange, Sicilian Lemon, Cardamom, Juniper Berries, Pimento Essence, Geranium, Clary Sage, Lavender, Fig Milk, Cedar, Patchouli, Vetiver and Nagarmotha.

Lacoste Match Point Basil, grapefruit, pink pepper, gentian absolute, geranium, clary sage, vetiver, and cashmeran.



PREMIUM FRAGRANCE



Henry Rose Smyth

Michelle Pfeiffer's genderless, sustainable and 'clean' fragrance collection, HENRY ROSE, which includes; Fog, Jake's House, Last Light, Torn and Dark is Night, has just launched their latest new scent; Smyth.

TOP: GREEN APPLE, WATERY NOTES, MELON-PINEAPPLE SORBET

(Green Apple Accord)

MID: APRICOT NECTAR, STAR JASMINE, WHITE TEA

(Hedione, Vetiverol)

DRY: SHEER WHITE WOODS, SANDALWOOD, LAYERED MUSKS

(Iso E Super, Timberol, Cetalor, Musk)



PREMIUM FRAGRANCE



Ellis Brooklyn

Iso Gamma Super

Clean Ingredients. Sustainable Sourcing. Unforgettable Scents:

A fascinating cedarwood meets ambergris-like note, ISO GAMMA SUPER is enchanting on its own or as an amazing amplifier of other fragrances. The woody scent is smooth, clean and addictive. Created via green chemistry, this unique synthetic note is allergen-free. Designed for fragrance minimalists and for those looking to customise their fragrance collection.



PREMIUM FRAGRANCE

Jo Malone

Fig & Lotus Flower

Cypress & Grapevine

One of the seven wonders of the ancient world, the hanging gardens adorned Babylon, the capital of the Neo-Babylonian Empire. They were built by King Nebuchadnezzar II in the 6th century BC as a gift to his wife, Amytis. Enter ancient Hanging Gardens. A lost moment in time, reimagined in the present to inspire two new fragrances. Fig & Lotus Flower Cologne, bright and luscious. Cypress & Grapevine Cologne Intense, smooth and noble. Together they capture the fragrant essence of this majestic scene.

The inspiration, according to the brand, came when Jo Malone's head of fragrance, Celine Roux, visited an exhibition about fabled gardens throughout history. Indeed, the Hanging Gardens of Babylon, steeped in history, were the building stones from which the two new fragrances sprang. The king was fond of lotus flowers, standing for purity, while cypresses grew in lush clusters, and figs were a delicacy much prized throughout the ancient world for their nourishing sustenance as well as for their aphrodisiac properties.

Fig & Lotus Flower: Luscious lotus flowers skim the surface of a shimmering pond in the ancient Hanging Gardens. Their delicate water-splashed petals glide down the shaded walkways, sweeping over the plump, juicy figs that punctuate the bountiful trees. This light floral fragrance is brought together with neroli to capture the essence of a luxuriant landscape.

Cypress & Grapevine: An evergreen woody scent inspired by the statuesque trees of the ancient Hanging Gardens. Discover the story of the cypress, the slender and spellbinding tree that brings its aromatic notes to this new Cologne Intense.



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

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