



TREND REPORT 2022

22nd 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



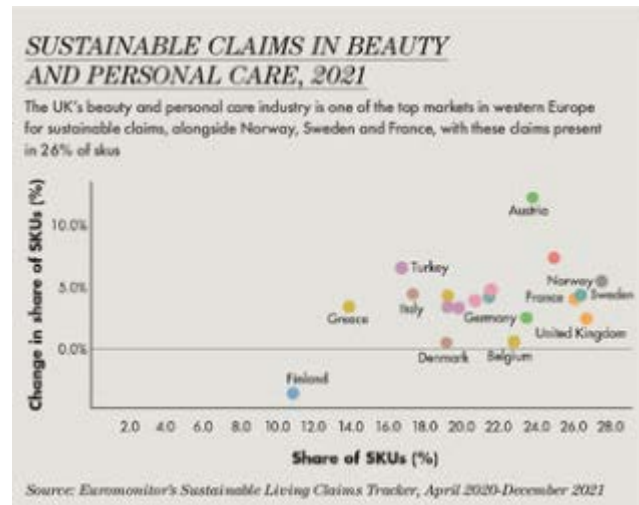
- **Comme des Garçons** has launched **Zero**, its new fragrance, as a radical expression of simplicity, a reset, and the antithesis of excess. According to the brand, Zero EDP contains fewer ingredients; it is a lean formulation that blends with precision, which is in line with both the Comme des Garçons olfactory philosophy and the preservation of resources. The composition is fuelled by a fresh breeze of bergamot, while Haitian musk and vetiver are combined with an overdose of synthetic rose and a varnish accord.
- **'Burnt wood notes'** are the next new trend hitting the woody fragrance category in home fragrance and **Nest Fragrances** has just launched **Charcoal Woods**, which; takes you deep into the wilderness where charred birchwood and smoky labdanum linger in the air along with hints of black truffle, cedarwood and patchouli.
- **Bergamot and sun inspired launches designed for positivity and happiness** are having a hugely successful time in 2022. **D.S. & Durga** have launched **Bergamot Superior** with scent notes of Bee Balm, Bergamot, Birch Leaf, Blue Eyed Grass, Cone Flower and Lake Water, whilst **Philosophy** have launched **True Grace Pop of Sun** a limited-edition, fruity-floral scent that features a blend of sweet and juicy pink pomelo, passionfruit and tangerine mixed with apple blossom and creamy vanilla, reminding you to soak in the sun and feel renewed, reinvigorated and reenergized.
- **'Recharge body, mind and soul with our new range of high-performance body care, especially designed for active lifestyles'** is how **Rituals** are promoting their new genderless **Sports** collection, as self-care and wellness span the health category in personal care trends.

Looking Forward

Sustainability and product innovation go hand in hand these days as consumers are searching for a way to live in a more environmentally friendly manner. The mass market is playing catch up to indie brands which are paving the way for new formats and new ingredients. Fine fragrance with natural origin claims, or upcycled ingredients are becoming more commonplace, with recent new launches including genderless scents Comme de Garçon Zero and Polo Earth.

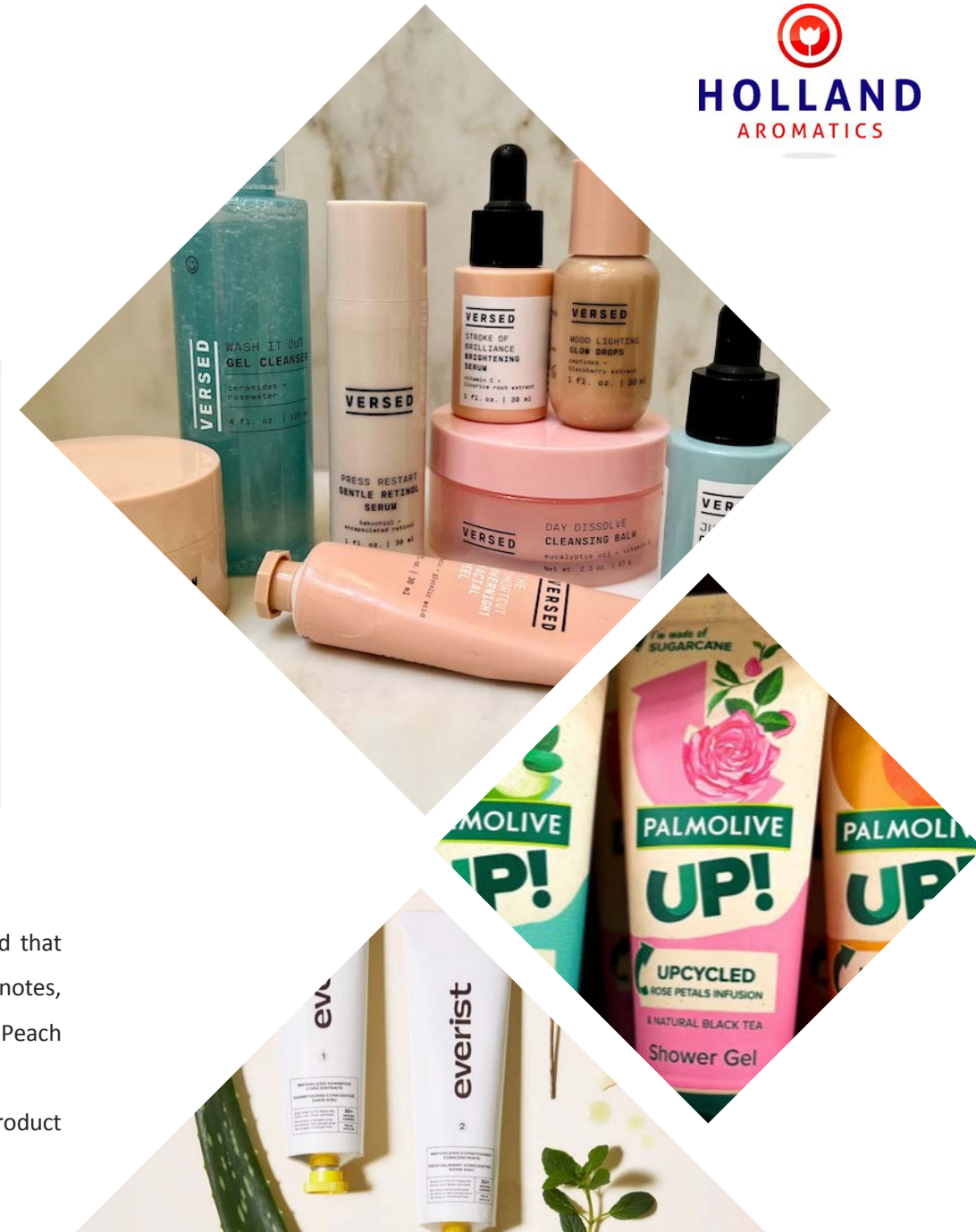
THE GLOBAL CONSUMER LANDSCAPE: In Germany the solid hair care market size currently represents nearly 4% of total hair care sales, which is double the European average. In the UK, according to Kantar, 25% of consumers chose a sustainable toiletry product in 2021, up 15% compared to pre-pandemic levels, and in the US 58% of consumers are willing to pay extra for sustainable personal care products.

Source: Cosmetics Business Responsible Beauty Report



Featured products:

- Versed; a climate neutral certified brand
- Palmolive UK: a new trio of products have launched that include upcycled ingredients; Eucalyptus and Apple notes, Rose Petals and Black Tea and Citrus Peel and Peach Blossom
- Everist is a waterless hair care brand and the product comes in concentrate format.



Fairy (UK) Max Power

Trend Notes: The dish wash liquid market had quite a stagnant year last year, especially Fairy, who's value sales of its washing-up liquids were down by 1.8% in the 52 weeks until 11 September 2021, taking their overall value to £122.9m [NielsenIQ].

In 2022 Fairy has launched a duo of 'upside-down' washing-up liquids specifically designed for ease of use. Billed as the brand's "most transformative packaging redesign in years", the Max Power bottles – available in Original and Antibacterial variants – also feature a "dosing mechanism", which controls how much product is used. They also boasted an improved formula, which meant "four times less scrubbing" was required, Fairy claimed. They are packaged in 100% PCR plastic bottles, which feature "anti-leak technology", making messy caps a thing of the past, it added.



Diptyque Home Collection

Trend Notes: In the last two years, a long series of lockdowns have forced consumers to clean and polish their homes like never before. A major underlying trend that caught the eye of beauty brands like French fragrance and home decoration specialist Diptyque, which has launched a line of home care products called La Droguerie.

Diptyque was founded in 1961, and bought in 2005 by the Manzanita Capital investment fund. The La Droguerie line includes an orange blossom-scented washing-up liquid (priced at that comes with a cleaning brush, a vinegar-based multi-surface cleaner a beeswax treatment milk for leather and wood, a cedar wood pomander to keep moths away from wool and textiles, and finally one of Diptyque's signature products, a basil scented candle.

The products' formulations are 99% made using natural or naturally sourced ingredients, and are biodegradable. Except for the scented candle, all the products are certified by Ecocert. The containers are made in recycled glass and can all be refilled using cartridges made in 100% recyclable plastic.

The home care products market is undergoing a major transformation. In recent months, a number of new players, including high-end and digital ones, have launched on this huge market, until now monopolised by mass-market retailers and major groups.





DW Home (USA) Superfoods Collection

Trend Notes: Vegetable are the hottest new scent notes of 2022 as consumers scent palettes become more adventurous and as the 'eco, clean and green' movement in fragrances continues.

Blackberry Kale

Wild blackberries blend with leafy kale, crisp arugula and garden greens accented with hints of verdant tomato leaf and sun-ripened raspberry.

Pomegranate Blueberry

Ripe pomegranate seeds and fresh-picked blueberries brightened with zesty blood orange, sugared raspberry and shimmering dragon fruit.

Carrot Golden Beets

Earthy greens and golden beets combine with crisp baby carrot and sheer carrot blossom touched by herbaceous lime leaf and zesty bergamot.

Turmeric Ginger

Golden turmeric and zesty ginger woven with black peppercorn, sweet coriander and aromatic cinnamon nestled with toasted spices.

Avocado Watercress

Green avocado and peppered watercress brightened with sunny lemon amid Mediterranean olive, aromatic herbs and touches of olive bark.





Kneipp Wellbeing collection

Trend Notes: Wellbeing collections are still driving NPD as consumers continue to look to scent to boost self care rituals. This new range by Kneipp is inspired by nature and essential oils designed to 'actively influence wellbeing'.

Good Night with Amyris pine wood ensures a relaxing atmosphere for your evening ritual. Good night - better morning!
Fragrance profile: calming, warm-woody

Goodbye Stress water mint rosemary with natural essential rosemary oil helps to leave the hectic everyday life behind.
Fragrance profile: fresh, minty, activating

Deep Relaxation with natural essential patchouli oil enchants the senses and lets your mind come to rest.
Fragrance profile: warm, balsamic, woody

The fresh, sunny scent of **Joie de Vivre** with natural essential oil from Litsea Cubeba invigorates and activates the senses.
Fragrance profile: lemony, fresh, sparkling, revitalizing



Nest Fragrances x Gray Malin Sicilian Mandarin

Trend Notes: Evoke the exhilaration of a blissful day at the beach with this limited-edition home fragrance collection. Citrus notes that exude joy, happiness and positivity are a huge theme in 2022's scent trends.

Fragrance Description: Juicy Sicilian tangerine is blended with bergamot, exotic mango, and passionfruit for a mouth-watering aroma that is sure to energize.



Axe (USA) Nature Fresh collection

Trend Notes: This collection hits all the right market drivers for the brands focus on Gen Z. This is AXE's most natural shower gel and deodorant release, with plant-based ingredients. By 2025 AXE aims for all its packaging to be recyclable or to include recycled materials.

Axe Hawaiian Vibe: Mango & Tropical Fruits

Your vibe attracts your tribe. Straight from our new AXE Nature Fresh Collection comes the AXE Hawaiian Vibe Men's with 100% Natural Origin Fragrance of Mango & Tropical Fruits.

Mediterranean Cool: Bergamot & Sage

A breezy men's body wash which evokes hazy summer evenings. Breeze through your day with 100% Natural Origin Fragrances, infused with Bergamot & Sage.

Caribbean Chill: Coconut & Eucalyptus

Beat the heat and stay fresh. An invigorating men's shower gel with Coconut and Eucalyptus accents to cool you down when you're feeling hot.

Alpine Lift: Lavender & Mint

Reach peak freshness. Keeping You cool and helping you feel fresher for longer. All day. All night. No matter what. You're ready.





Immerse
**YOURSELF
IN JOY**

with notes of
abundant florals,
ripe fruit and soft
sea breezes



Sol de Janeiro

Brazilian Crush Cheirosa 68 Beija Flor™ Perfume Mist

Trend Notes: This brand from Brazil is very popular as it pays homage to its tropical origins and the 'blissed out' by the beach feeling.

Fragrance Description: This fruity floral scent invites you into our lush garden by the sea—a sun-dappled oasis brimming with vibrant flora and abundant sunshine. A transportive temptation for our fragrance lovers, this immersive and uplifting scent is kissed with joy, dancing with notes of Brazilian jasmine, pink dragonfruit, ocean air, and a sheer touch of Tropicália vanilla. Every sensorial spritz inspires endless smiles and creates connections with others.

Fragrance Inspiration: Effusive and unexpected, Cheirosa 68 Perfume Mist leaves you so cheirosa, which in Brazil means you smell incredibly delicious and irresistible. It's a way of life and a way of loving life. As an homage to the year 1968, our fragrance is also inspired by the Tropicalia Movement which was an exciting musical and cultural shift in Brazil during this time. Tropicalism was seen as a vibrant celebration of new ideas that touched and influenced everything from music, to art, to theatre and poetry.

Victoria's Secret Forever Summer Collection

Trend Notes: Summer fragrances that never go out of style for consumers are those built around summer memories from the beach to the poolside.

The tide is high but we're holding on. Victoria's Secret **Surf On The Waves**, from the Summer Forever collection, captures a coastal feeling with ocean air, cracked coconut, and tiaré petals.

Catch a few rays (without the UV). Victoria's Secret **Cabana In The Sand** from the Forever Summer Collection has notes of bronzed vanilla and apricot woods for a little hint of sunshine. Bronzed vanilla. Apricot woods. Almond blossom.

It's 5 o'clock wherever you are. **Bellini On The Breeze** fills the air with island peach, iced hibiscus, and juicy mango for a happy hour feeling—anytime, anywhere.

Summer In The Sun a vacation-inspired scent blended with neroli flower, salted pear, and glistening musk. It's like saying "wish you were here" with every spritz



— WITH SANDALWOOD ESSENTIAL OIL



— WITH LEMONGRASS ESSENTIAL OIL



— WITH TEATREE ESSENTIAL OIL



— WITH EUCALYPTUS ESSENTIAL OIL



Dove (Global) Care by Plants

Trend Notes: Dove has introduced its new Dove Care By Plants Deodorant, the brand's first-ever plant-based, natural-origin deodorant range that provides 24-hour odour protection.

Dove Care By Plants Deodorant is made with 99% naturally-derived ingredients and is free of aluminium, parabens and baking soda. The fragrances in the collection are 100% natural, complemented by 96% recyclable packaging.

The products are now available for purchase at Amazon and Walmart in four natural scents: Sandalwood, Eucalyptus, Lemongrass and Tea Tree. Created with vegan wax made from sunflower, the formulations have been proven clinically using the same high standard testing methodologies at Dove, said the company.

Philosophy (USA) Salted Citrus and Wild Passion Fruit

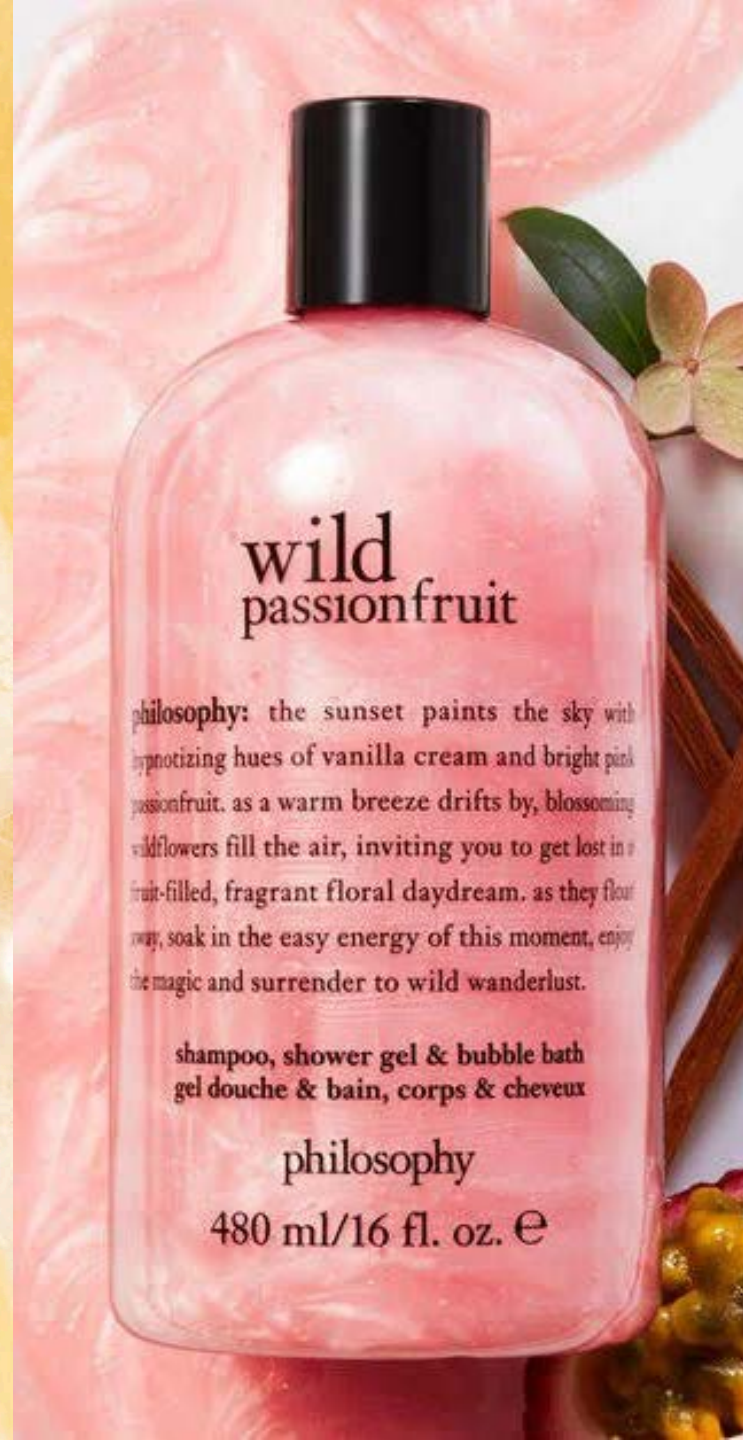
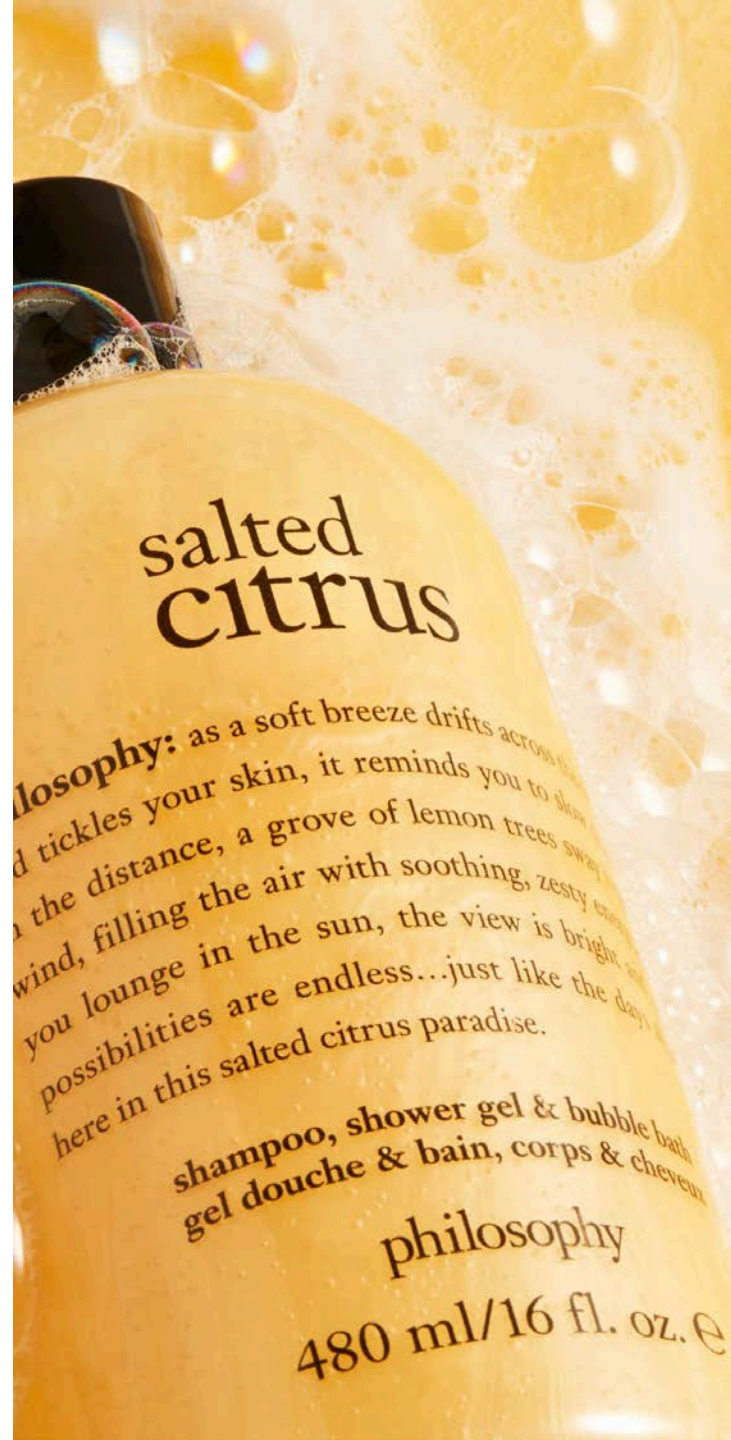
Trend Notes: Citrus launches are becoming more sophisticated in personal care with the addition of wood and musk notes.

Salted Citrus: as a soft breeze drifts across the sand and tickles your skin, it reminds you to slow down. in the distance, a grove of lemon trees sway in the wind, filling the air with soothing, zesty energy. as you lounge in the sun, the view is bright and the possibilities are endless...just like the days ahead here in this salted citrus paradise.

notes of lemon essence, bright wood and sky musk

Wild Passion Fruit: the sunset paints the sky with hypnotizing hues of vanilla cream and bright pink passionfruit. As a warm breeze drifts by, blossoming wildflowers fill the air, inviting you to get lost in a fruit-filled, fragrant floral daydream. As they float away, soak in the easy energy of this moment, enjoy the magic and surrender to wild wanderlust.

notes of passionfruit, apple blossom and sandalwood



Tree Hut (USA) Face Scrubs

Trend Notes: Scrubs are a trend driver in the body care market and the trend for 'kitchen beauty' i.e. 'good enough to eat ingredients' are still key in new launches.

Tree Hut: nourishing banana & oat face scrub

Buff & brighten to reveal your most glowing complexion with our triple-action Face Scrub. Banana, Oats and Alpha Hydroxy Acid work together with gentle Sugar granules to nourish, soothe and smooth.

Tree Hut: brightening pineapple & papaya face scrub

Buff & brighten to reveal your most glowing complexion with our triple-action Face Scrub. Pineapple, Papaya Enzymes and Alpha Hydroxy Acid work together with gentle Sugar granules to awaken, brighten and smooth skin.

Tree Hut: hydrating watermelon & cactus face scrub

Buff & brighten to reveal your most glowing complexion with our triple-action Face Scrub. Watermelon, Cactus Water and Alpha Hydroxy Acids work together with gentle Sugar granules to hydrate, renew and smooth skin.

Tree Hut: purifying blueberry & turmeric face scrub

Buff & brighten to reveal your most glowing complexion with our triple-action Face Scrub. Blueberry, Turmeric and Alpha Hydroxy Acid work together with gentle Sugar granules to purify, balance and smooth.





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

Nina Ricci Nina Fleur Granny Smith Apple, Lemon, Neroli, Orange Blossom, Cedar Wood and White Musk

Viktor & Rolf Good Fortune Fennel, Gentian co-distillate, Jasmine Superinfusion and Bourbon Vanilla Infusion

Jean-Paul Gaultier Scandal Le Parfum Jasmine, Salted Caramel and Vanilla



Paco Rabanne Fame exceptionally pure Jasmine, succulent Mango and an addictively sensual creamy Incense



MEN'S FRAGRANCE

Armani Code Parfum Bergamot, Bergamot Leaf, Orris Butter, Iris Aldehyde, Clary Sage, Tonka Bean and Cedar

Jean-Paul Gaultier Scandal Pour Homme Le Parfum
Geranium, Tonka Beans and Sandalwood

Ferragamo Bright Leather Bergamot, Mandarin, Grapefruit, Basil Rosemary, Blonde Leather, Cedar, Patchouli and Musk



D by Diesel (gender-fluid) Vegan and sustainably sourced ingredients: Bourbon vanilla infusion from Madagascar, Diva lavender heart from Provence, and ginger. The idea was to give the fragrance and its wearer a positive, summery happy vibe, as well as the comfy feeling of jeans.

Zara (Europe) Oud Collection

Trend Notes: Following some successful launches, Zara has released a new collection all based around oud – a scent note which has been a trending scent theme since 2012 in the consumer market.

Bohemian Oud

The fresh burst of black pepper merges with the spicy facets of the everlasting flower. The allure of vanilla, refined, intense, and with hints of leather unites with the irresistible texture of cocoa and the soft note of incense, whose woody and balsamic notes add an undefined charm to the fragrance. "

Notes: black pepper, immortelle, vanilla, leather, incense, cacao, oud

Hipster Oud,

Warm dawn, lit up by orange blossom and the fresh radiance of blackcurrant, is blended with the delicate notes of rose and lily of the valley. As the day passes, the orange blossom is kindled and reveals its extreme sensuality under the effect of warm notes of amber and cozy musks. "

Notes: orange blossom, black currant, lily of the valley, red roses, pink pepper, saffron, amber, musk, oud

Endless Oud

A breath of freshness fuelled by the acid and spicy notes of bergamot and the spicy facets of pink pepper immerses us in the heart of an elegant woodland full of character. Cedar wood with modern and major facets contrasts the dark hints of patchouli, while the sumptuous root of vetiver is dressed with a curved finish to ensure a magnetic effect. "

Notes: bergamot, pink pepper, cedar, floral notes, orange blossom, amber, vetiver, patchouli, oud

Perpetual Oud

An extraordinary and daring fragrance. An explosive blend of pear with spicy pepper that heralds the arrival of red roses embellished with exquisite facets of saffron. A fascinating blend, enhanced by the powerful notes of amber and patchouli woods and wrapped in the comfort of musk. "

Notes: pear, pepper, red roses, saffron, amber, musk, vetiver, patchouli, leather, oud





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

Acqua Colonia: Coconut Water & Yuzu and Pomelo & Sea Salt.

"Fruity, exotic, with an almost milky sweetness – the 4711 Acqua Colonia Creation Coconut Water & Yuzu immediately envelops its wearers in a cloud of mellow, fresh coconut aromas. Along with a splash of Yuzu notes bursting with energy, this creation immediately imparts a soothing, sensual feeling, ensuring well-being that lasts all day long. A fragrance as delightful as enjoying creamy coconut with that certain extra crispness that comes while watching an unforgettable sunset, ensconced in a hammock between two beachfront palm trees."

"The 4711 Acqua Colonia Creation Pomelo & Sea Salt is richly contrasting and surprising. The pomelo's powerful aromatic freshness is accompanied by sea-salt notes, giving the soothing effect of a delicate ocean breeze. This effervescent and diverse blend has an invigorating effect on its wearers and immediately provides a real energy boost. A fragrance as stimulating and fulfilling as a long, sunny beach day with a refreshing sea breeze and fruity vitamin-C-packed cocktail."



PREMIUM FRAGRANCE

Prada Infusion D'Ylang

Infusion d'Ylang belongs to a floral, sunny and spicy olfactory family. Its composition includes notes of bergamot, cardamom, ylang-ylang and sandalwood. The reference to the ylang flower is also given by the aesthetics of the packaging, with the lemon yellow cap in saffriano leather that is here to symbolize the solar note of this infusion.

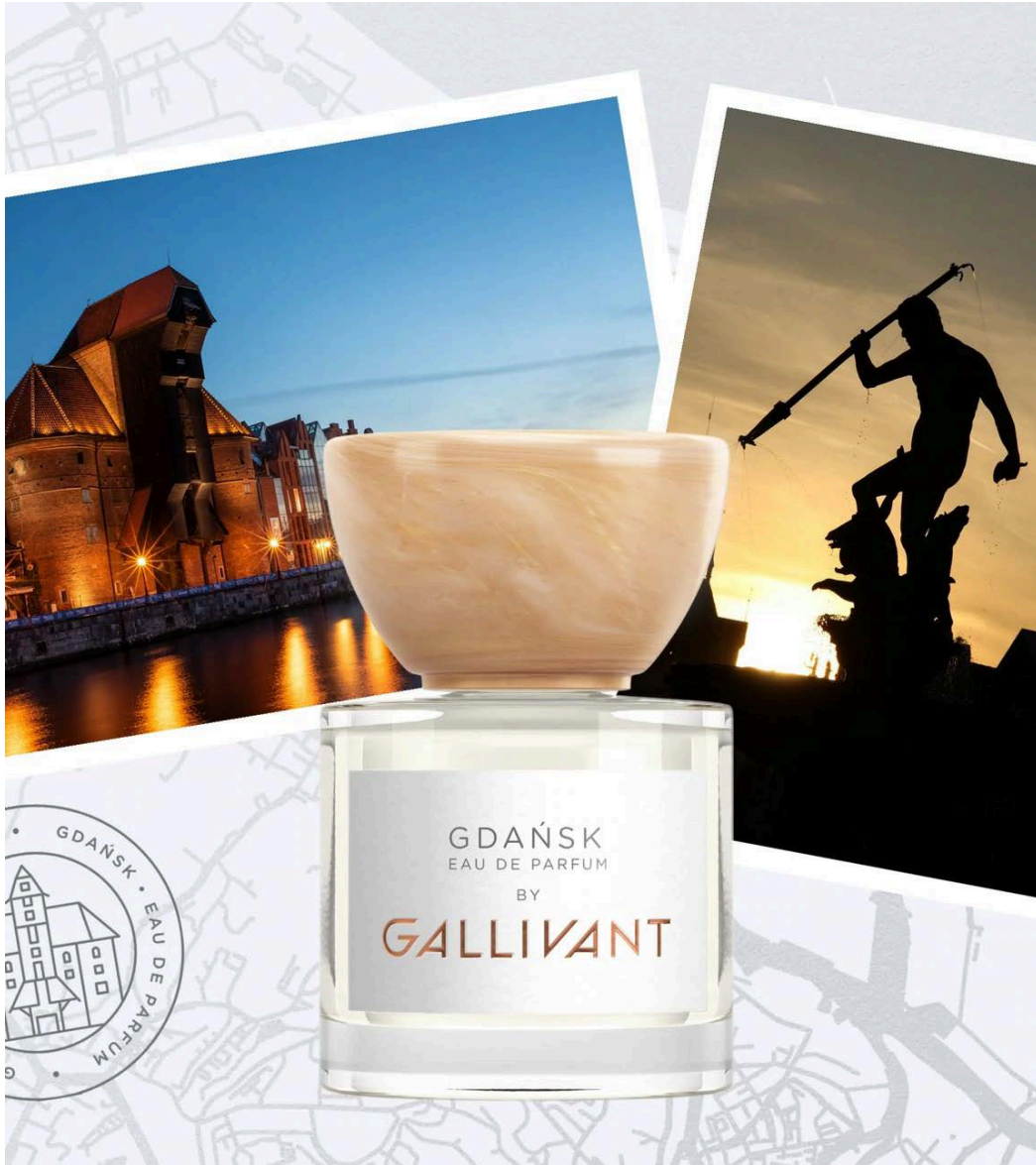
Prada says its collection of fragrances, Les Infusions de Prada, includes vivid, yet subtle compositions with the essence of remembering. Each evokes a certain ingredient but is never a direct reference. Each fragrance is said to be at once intense and intimate.

Top: Bergamot, Cardamom

Heart: Ylang-Ylang

Base: Sandalwood





PREMIUM FRAGRANCE



Gdańsk by Gallivant

Gallivant has launched their eleventh and newest fragrance in 2022. This addition to the brand's collection honours the Polish city of Gdańsk, located on the Baltic Sea.

Founder and Creator Nick Steward explained, "Poland is a country close to my heart. I admire the character of the people and the place: strong, warm-hearted, independent-minded. That's the emotion I wanted to conjure up with this perfume. Gdańsk is a beautiful and memorable city on the Baltic – famed for its amber and its intrepid history of seafaring. I wanted to pay tribute to this city with its surprising and fascinating history.

Announced as "an exploration of mysterious ambergris and the fantasy accord we know as amber," the fragrance features an amber base with notes of rich, deep ambergris, vanilla, and styrax. An opening warmth of plum and honey with spices is laid on a heart with a rich, woody character. Perfumer Julia Rodríguez Pastor said, "When I visited Gdańsk I was genuinely surprised by the city – and the place amber resin has in the history and culture there. In perfumery, we tend to think of the ambery style as linked to the Middle East, so I was excited when talking to Nick that we could explore my favourite style of accord – amber – in a new way, and play with this style of perfume-making in a novel way."

Notes

Plum, Honey, Cardamom, Nutmeg, Saffron

Leather, Cistus Absolute, Sustainable Sandalwood Oil From New Caledonia, Patchouli, Incense Resinoid, Rose Tobacco Absolute, Cypriol, Styrax (Liquidambar), Vanilla, Musks, Ambergris



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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