

# TREND REPORT 2023

*25th edition*

Welcome to the latest issue of our bi-monthly News Flash.

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 product trends and market drivers 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

  
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- As we start 2023 the skin care sector is focusing on eye care products as being one of the key trend drivers this year. This makes sense given that many people will be assessing their face care routines as consumers continue to feel the pressure of the economy crisis. As the skin around the eyes has very different needs to the rest of the face and is perhaps where the most visible signs of ageing are obvious many consumers are looking to have a moisturiser, serum and eye cream as just the 'essentials'. **New launches include: Origins Plantscription Wrinkle Correction Eye Cream with encapsulated Retinol, Herbivore Super Nova Vitamin C + Caffeine Brightening Eye Cream and Wake up Honey Eye Cream with brightening Vitamin C.**
- Dior Sauvage knocked the worldwide number 1 bestseller in men's fragrance (Paco Rabanne 1 Million) off the top of the charts in 2021, but it's back with a new launch for 2023; **Paco Rabanne 1 Million Royal for Men. According to the brand; 'the legend is reborn with an unexpected blend of energizing lavender, vibrant cedarwood and sensual benzoin, for a fragrance that's as defiant as you'.**
- A new pairing of fruit and everyone's favourite flower; rose. L'Occitane has just launched its new **Rose Pear Collection: Centifolia Rose**, blends its soft and petaled facets with the crisp and juicy notes of the Pear. Enhanced by the freshness of cardamom on a comforting background of white musks. Top note: Pear; Cardamom; Ginger Heart note: Eucalyptus, Base note: Cedarwood Virginia and Ambrox.
- **Rituals have relaunched their hand care formulas to include microbiome friendly active cranberry to support skins 'good' bacteria – a trend we are sure to see more of in 2023.**



# Looking Forward

*As we head into 2023 we can expect to see 'Budget Beauty' take on more importance than ever before - the 'dupe' market is expected to be of high interest to consumers and own label brands are looking at a good level of positive growth.*

A study by Avon in the UK market found that 26% of women are giving up perfume, 20% are choosing to go without make up and 15% without skin care products, and although beauty industry data providers have not seen a trade down reflected in published figures as of yet, purchase behaviours pattern are expected to shift. It has been noted that this will also cause polarisation within consumer spending with masstige buyers trading down to budget friendly options in some categories and then upgrading in certain categories to 'treat' themselves, or get a product 'guaranteed' to work - whether by providing more benefits or a higher concentration of specific ingredients with the attributes they are seeking. New opportunities will exist for personal care own label brands to capture both consumers – as good, better and best product lines are developed, in-line with cult market products and best-sellers.

Source: Cosmetics Business Reports

- Fine'ry Perfume is a new collection of fragrances launched in in Eau de Parfum and Body Mist format at Target USA. The collection includes nine fragrances many of which are going viral as being dupes for fragrances like Chanel Chance, Tom Ford's Lost Cherry, Byredo Sundaze, Le Labo Santal 33, and Billie Eilish; Eilish Perfume.
- Aldi is launching a brand new Scandi-inspired home fragrance range. Its first scent – Woodland has been compared to Skandinavisk's Skog Forest candle, both of which have the scent of pine needles.
- In 2022 Aldi's 'duped' Dr PawPaw's multipurpose balm for less than a quarter of the price in their Lacura range.



## *Fit, Germany* *Dishwashing Liquid*

**Trend Notes:** Available at Rossmann in Germany the newest creation to hit shelves will certainly warm up kitchen sinks during the colder months of winter and the chill of early Spring!

Fig Blossom & Chilli scent. Based on renewable raw materials. With surfactants of plant origin - completely and very quickly biodegradable.

The brand also has a previous launch - Lime & Rosemary edition - available in the same line – this time combining more traditional fruits and herbs; ‘experience the sparkling, spicy combination of the scent of green limes and a hint of rosemary’.





## *Domestos, UK Toilet Rim Blocks*

Trend Notes: It's proof of how far the cleaning market has come in the last few years that big brands have now extended new trends into the most functional of bathroom cleaning products; toilet rim blocks! Multi-coloured flushes and new fragrance experiences!

The all-in-one toilet rim block, Domestos Power 5 offers five amazing benefits in one handy block. Provides essential hygiene, long-lasting fragrance, limescale prevention, rich foam, and leaves a beautifully shiny bowl. Full power for up to 300 flushes!

Fragrance: Magic Unicorn

Fragrance: Floral Wildness





# *Bolsius, Europe Cleanlight collection*

**Trend notes:** The 'refill – revolution' is hitting the home fragrance scene with a new innovation. Candle vessels have become more decorative in recent years as their product lifecycle increased beyond original purpose so they could be 'recycled' as jars, pots and containers. Now Bolsius have gone a step further with a new 'drop in' refill.

**Brand information:** Discover CleanLight: Place a refill of your favourite scent inside the CleanLight holder. The revolutionary technology behind the double-walled glass holder ensures that the refill burns up completely, leaving only the wick holder behind. CleanLight not only helps you create atmosphere and fragrance; it also burns cleanly and leaves very little waste. Are you ready for a new fragrance experience? Remove the wick plate from the empty glass and simply replace your refill with a new one!

**Gardenia & Fig** is a welcoming, feel-good fragrance of exotic flowers and sweet fig with a touch of musk.

**Cedarwood & Vetiver** is a mystical and sensual perfume with base notes of wood, delicate flowers and vetiver as well as a hint of vanilla.

**Grapefruit & Ginger** is an energising and uplifting scent of juicy lemon, fruity grapefruit, spicy ginger and fresh eucalyptus

**Cypress & Amber** is a serene and relaxing perfume with an aromatic balsam of cypress and tones of cedar, sandalwood and amber



# DW Home, USA

## Shakes, Sips & Smoothies collection

**Trend Notes:** This collection now has something of a cult following on the home fragrance scene and has seen some new and novel gourmand flavours explored. The influence of the beverage industry on the home fragrance sector became even more apparent during the pandemic as the retro theme and nostalgia became an important trend driver.

### **Peanut Butter Milkshake**

The essence of a decadent and indulgent milkshake, with smooth and creamy flavors of peanut butter, complemented by the sweet and alluring accents of golden caramel, dark vanilla, and sugary toffee for an irresistible treat.

### **Raspberry Acai**

This fragrance is reminiscent of a rejuvenating and delicious smoothie, filled with the tangy and fruity notes of acai and raspberry, paired with the sweetness of crisp apples and delicate white florals, all blended together with the creamy and smooth flavors of coconut milk and set against a backdrop of warm oriental amber, soft vanilla, and breezy musk.

### **Matcha Berry**

A refreshing and revitalizing smoothie, bursting with the bright scents of bergamot and orange citrus, paired with the crisp scent of plump blueberries, soothing lavender, and the earthy notes of matcha.

### **Mocha Mint Frappe**

A rich and aromatic cup of coffee, made from robust black coffee beans steeped in the sweet and invigorating flavor of peppermint syrup, creating a warm and satisfying java experience.

### **Cookies & Cream Shake**

A classic and indulgent cookies and cream milkshake, with its sweet and creamy blend of vanilla ice cream and crushed chocolate cookies for a delectable treat.





# Le Labo, Global Ambroxyde 17

**Trend Notes:** This cult brand most famous for its Santal 33 scent, has released a new candle. Designed around synthetic and natural ingredients, each fragrance is named after the primary scent note and given a number, which indicates the composition's total ingredient count.

The brand's product story: AMBROXYDE 17's magic comes from a synthetic molecule that will blow your nose away. It's what gives natural ambergris its arresting, can't-quite-find-the-right-word-for-it smell, and we can't get enough of it (the cruelty-free version, that is!). So much so, that, despite already using it with a heavy hand in our iconic ANOTHER 13 perfume, we decided we needed it in a candle and named it after this intoxicating element: ambroxyde. A close cousin to ANOTHER 13, AMBROXYDE 17 is ambroxyde, musks, some woods, and a few jasmine petals that come to settle on a pedestal of moss.





# *Otherland, USA*

## *Carefree 90's collection*

**Trend Notes:** Otherland have re-released their limited edition 90's collection for consumers who are 'nostalgic for simpler times, back when the internet was new, when your lips were smackered and your go-to spices were Scary, Baby and Posh'.

### **DREAMLIGHT (purple)**

**Wild Freesia • Plush Plumeria • Juicy Tangerine**

Put on your best platforms and body glitter as notes of wild freesia and plumeria combine to channel your inner Gap girl pop princess.

### **BLUE JEAN BABY (Blue)**

**Washed Denim • White Musk • Mimosa Flower**

This soft, florally musk is inspired by those perfect Calvins and dreamy visions of Monet's Waterlilies.

### **GLOSSPOP (Pink)**

**Strawberry Gloss • Hard Candy • Frosted Rose**

The scent soundtrack of your girl gang sleepovers, layers of sweet strawberry hard candy and rose will have you longing for pastel manicures and TGIF marathons.



# L'Occitane, Europe + Global Lavender CBD Collection

**Trend Notes:** The next natural stage in the best-selling lavender collection is to add an active ingredient with renowned properties – in this case CBD, which has been around in mass consumer personal care products since 2019. This has evolved the line, rather than revolutionised it – boosting the consumers original reason for purchase - relaxation – to an elevated level.

**Brand story:** L'OCCITANE are proud to unveil the new Lavender CBD range; an expertly blended body care formula containing CBD Isolate derived from hemp with Provençal lavender, to provide instant calm and relaxation when you need it most. Boasting aromatherapy benefits of lavender AOP essential oil and anti-inflammatory active CBD isolate, Lavender CBD collection formula helps you to feel relaxed on a deeper level, easing away the physical and mental stresses of everyday life.

*The range includes a Hand & Foot Cream, Relaxing Shower Gel, Relaxing Bi-phase Body Milk, Relaxing Mist and Relaxing Massage Oil.*





## *L'Occitane, Europe* *Herbae Spartium*

**Trend Notes:** Yellow is a hot trend colour at the moment due to its positive nature, and its links to sunshine and happiness. This collection is all about celebrating the cheerfulness of Spring, and the rhubarb leaf and grapefruit combination is just right to start a fresh new season.

Invigorate your senses with its addictive refreshing scent, blending citrusy, green freshness from rhubarb leaf and grapefruit head notes, a vibrant and cheerful floral heart in which joyful jasmine encounters bright and opulent ylang ylang, evoking the feeling of free spirit. Finally, the floral heart is wrapped in the musky notes of Sylkolide® to create a true feeling of comfort while the woody base notes strengthen the warm character of the fragrance.

*Fragrance notes:*

*Top notes: Rhubarb Leaf Accord, Grapefruit Essence, Blend of Spices Accord*

*Heart notes: Holy Grass Absolute, Genet Absolute, Jasmine Absolute*

*Base notes: Ylang Ylang Essence, Blond Woods, Sylkolide®*



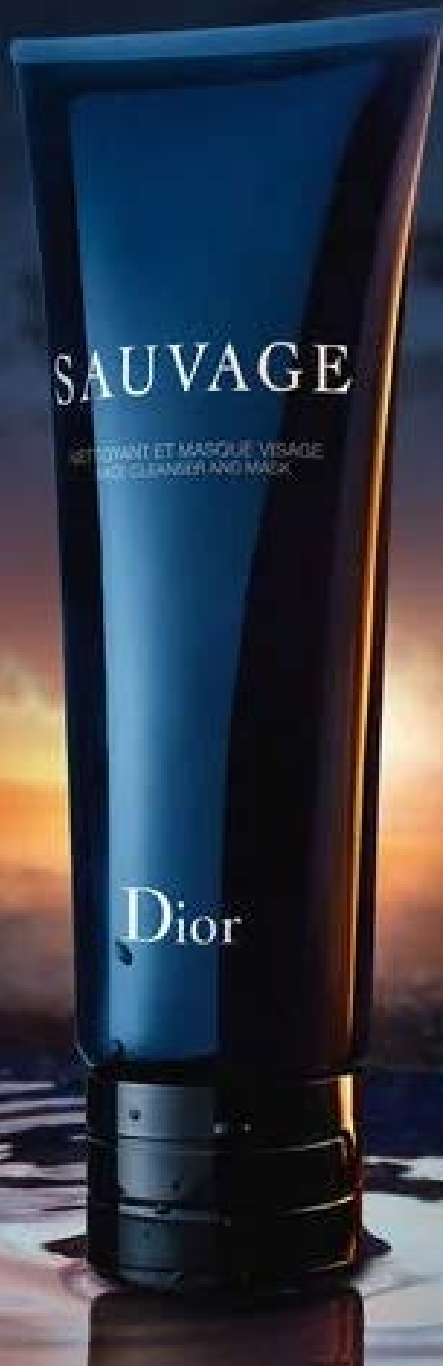
## *Dior, Europe + Global Sauvage Men's Face Cleanser & Mask*

**Trend Notes:** Sauvage is a the flagship fragrance from Dior. In fact in 2021, and reported by press in 2022 Dior's Sauvage had become the world's top fragrance, nudging out even women's blockbusters like Chanel's Coco Mademoiselle. A bottle of Dior's Sauvage was sold every three seconds in 2021. The skin care line now adds the 2-in-1 face cleanser, designed to 'cleanse and purify the skin'. As the men's grooming market continues in its steady growth and more male consumers than ever before invest in skin care – especially face washes and cleansers - this launch is sure to gain some fans.

Sauvage Face Cleanser and Mask is composed of 85%\* natural-origin ingredients. Infused with cactus extract known for its exfoliating and purifying properties, it can be used daily as a cleanser and periodically as a mask to purify the skin.

Delicately scented, this face cleanser leaves a discreet trail of fragrance on the skin. Suitable for skin with or without facial hair, it procures an immediate fresh sensation and exudes woody, aromatic notes.

Used as a face cleanser, its generous foam texture removes impurities and cleanses the skin and beard without drying to leave them feeling comfortable. As a weekly face mask, it deeply purifies the pores in one minute and reveals skin that is soft to the touch. Sauvage Face Cleanser and Mask is the 1st step in the Sauvage grooming routine.







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# *Beloved, USA*

## *Love &... collection*

**Trend Notes:** Love and wellness go hand in hand in this new range from Beloved: Love Beauty & Planet by the Unilever team. A more premium collection, with aromatherapy style properties at a mass price point.

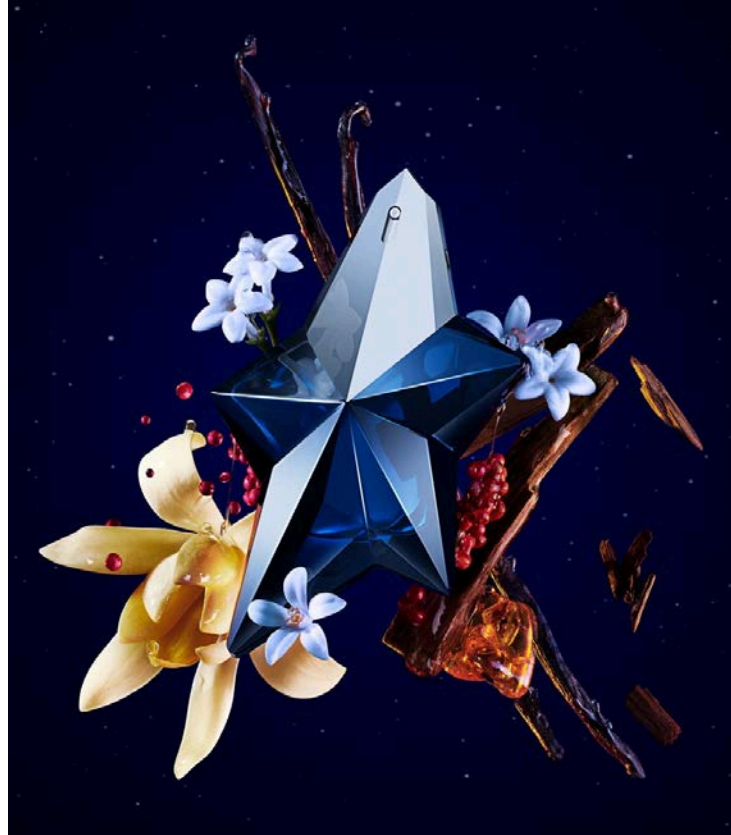
**Love & Energize:** Start your energizing ritual by soaking in an invigorating blend of red ginger, ginseng and citrus body cleanser. WITH 3X ESSENTIAL OIL BLEND: Made with natural ginger oil, natural ginseng oil, and natural orange citrus extract

**Love & Calm:** Start your calming ritual by soaking in a restorative blend of moringa, eucalyptus and oat body cleanser. WITH 3X ESSENTIAL OIL BLEND: made with ethically sourced eucalyptus essential oil, natural moringa oil and natural oat extract.

**Love & Rest:** Start your night-time ritual by soaking in a relaxing blend of sweet French lavender and chamomile tea body cleanser. WITH 3X ESSENTIAL OIL BLEND: made with essential oils, natural lavender extracts and ethically sourced jasmine.







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

**Nina Ricci Nina Nature** Granny Smith apple, Italian lemon, jasmine, lily-of-the-valley, vanilla and white musk

**Q by Dolce & Gabbana Eau de Parfum** Sicilian Lemon Jasmine petals, sweet Cherry, creamy heliotrope, Cedarwood, Crystal Musk and soft Musk

**Thierry Mugler Angel Elixir** Pink Pepper, Orange Blossom, Jasmine, Ylang-ylang, Sandalwood, Bourbon Vanilla Infusion, and Amber Xtreme™

**Eau De Rochas Citron Soleil** Lemon essence, Neroli, Fig leaf, Orange blossom, Rosé accord, Aquatic floral accord, White musks, Amber accord and vibrant Woods.





## MEN'S FRAGRANCE

**Azzaro Chrome Parfum by Azzaro** Bergamot, Sage and Fir Resin.

**Bvlgari Man Rain Essence** Green Tea, Orange Essence, White Lotus, Musk, Mineral Amber and Guaiac Wood.

**Polo Red Parfum** Bergamot, Blood Orange, Pink Pepper, Absinthe, Orris, Lavender, Musk, Cedar Wood and Opoponax.

**Yves Saint Laurent Y Eau de Parfum Intense** Bergamot, Juniper, Ginger Essence, French Lavender, Geranium From Madagascar, Clary Sage From Provence, Cedar, Patchouli and Vetiver.



PREMIUM, NICHE & INDIE FRAGRANCE

## *L'Interdit Édition Millésime Burning Neroli by Givenchy*

*Givenchy added another filigree Édition Millésime to its L'Interdit line – L'Interdit Burning Neroli. Every perfume in the line includes a unique specially harvested and/or extracted ingredient which gives the name and the charm to their compositions. Neroli essential oil from Nabeul, specially grown for Givenchy, was added to Burning Neroli. At the heart of this new Millésime Edition, an exceptional Neroli. This captivating woody floral fragrance is composed around Neroli, the essential oil created from Orange Blossom, one of Givenchy's signature ingredients. Specially harvested for Givenchy, this Orange Blossom is grown under the blazing sun of Nabeul, Tunisia, then transformed into Neroli essential oil by the pure heat of steam distillation. The result of artisanal know-how, this process captures all the brilliance of Neroli, to reveal its most noble facets. This incandescent floral note is enhanced by the sweet accents of Patchouli and Vetiver, to create an enchanting fragrance. Give in to the forbidden thrill with L'Interdit, an invitation to defy convention and assert your uniqueness.*

**Floral Woody Orange Blossom**

**Top: Neroli\* from Tunisia**

**Heart: Orange Blossom Absolute\* from Tunisia**

**Base: Heart Patchouli Essence from Indonesia\*, Vetiver Essence from Haiti**

*With L'Interdit Édition Millésime Burning Neroli, Givenchy Parfums takes its responsible sourcing policy one step further, with a new social impact program that aims to empower communities dedicated to Orange Blossom harvesting. This initiative, launched in 2022, aims to improve the living conditions and autonomy of the Orange Blossom pickers of Nabeul, Tunisia.*





PREMIUM, NICHE & INDIE FRAGRANCE

## *Chopard Cedar Malaki*

*Composed as the King of the Forest, the newest Cedar Malaki is now enriching the CHOPARD MALAKI collection with a woody theme, and has been created to be a symbol of eternity and immortality.*

*The Malaki Collection was started in 2012 with Oud Malaki, followed by Rose Malaki, Amber Malaki, Musk Malaki, Black Incense Malaki, and the latest, Cedar Malaki. The woody core of two cedars (Moroccan and Lebanon Cedar) has been chosen as the backbone of the composition. The opening offers citrusy and herbal freshness, and piquant spicy nuances, while the base provides a warm, earthy, and resinous embrace. The perfumer of the composition is Alberto Morillas, who used "the Mediterranean power of the cedar forests of Morocco and Lebanon to achieve a majestic essence — a combination of the strength of trees growing on the slopes of the mountains and the warmth of the air warmed by the sun."*

***Top Notes: Grapefruit, Cypress, Artemisia, Cardamom, Lavender***

***Middle Notes: Moroccan Atlas cedar, Lebanon cedar***

***Base Notes: Tonka beans, Patchouli, Cypriol oil, Labdanum***





PREMIUM, NICHE & INDIE FRAGRANCE

## *Carolina Herrera Confidential* *Stallion Leather*

*Stallion Leather, the newest Herrera Confidential fragrance, is a precious ode to Carolina Herrera's beloved racehorse, Balaclava. Balaclava's beauty, strength, and winning spirit are the key concepts of Stallion Leather, a new unisex fragrance that belongs to the Gems collection of Herrera Confidential.*

*"The inspiration for this fragrance comes from Balaclava, a racing horse that my mother had during her teenage years in Caracas. It was her father's birthday present to her on her fifteenth birthday, and she considered the horse her most precious jewel." - Carolina A. Herrera, Beauty Creative Director*

*"Leather is one of my favorite accords, because it immediately transports me to the artisanal workshops where our bags and accessories are produced", explains Carolina A. Herrera. "It is an elegant smell, with a classic and masculine touch that makes everything more interesting. The clash with ginger is truly unexpected and challenges conventions."*

*Key Ingredients: Leather, Jasmine, Patchouli, Smoky Leather Accord & Ginger, Osmanthus & Jasmine and Cistus Labdanum & Patchouli. The top notes evoke an energetic mood, inspired by the power and speed on display at the beginning of a horse race. The spicy brightness of ginger contrasts with a smoky leather accord, evoking the craftsmanship of the House's artisanal workshops in Spain, while notes of jasmine pay tribute to Mrs. Herrera's favorite flower. The result is a gem of a fragrance that's destined for success.*





PREMIUM, NICHE & INDIE FRAGRANCE

# Tom Ford Electric Cherry & Cherry Smoke

*After being acquired by Estée Lauder late last year, Tom Ford now launches two new Cherry fragrances as part of a new Private Blend Cherry Collection. The first is a floral and fruity Electric Cherry scent described as a “playful, effervescent cherry flirt” giving notes of morello cherry, Jasminum sambac, and ambrettolide (musk). For nights out, a darker, woody fruity Cherry Smoke fragrance is described as an experienced hedonist, giving notes of osmanthus and smoked woods..*

## *Cherry Smoke*

*Top Notes: Dark Cherry flavor, Saffron*

*Middle Notes: Osmanthus absolute from China (apricot, olive, leathery accords),*

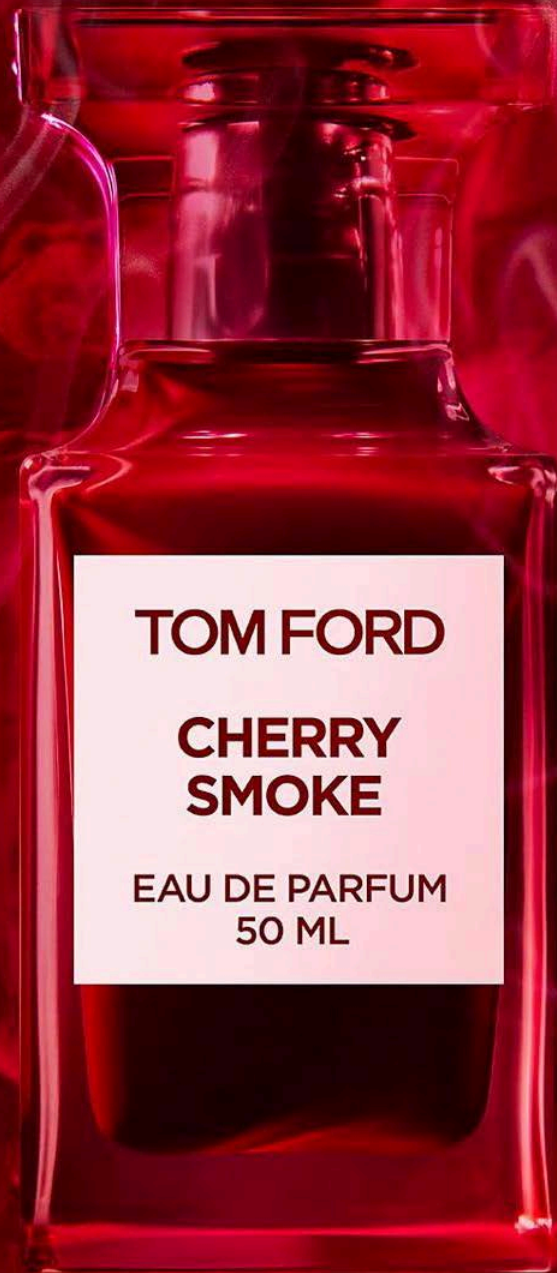
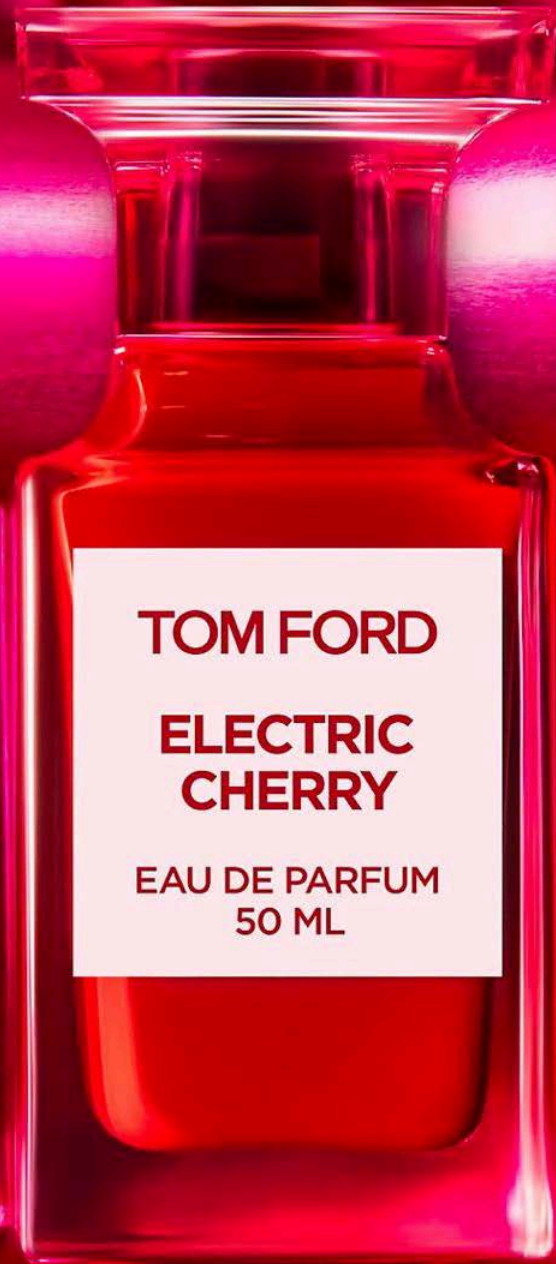
*Base Notes: Cypriol from India and smoked woody notes*

## *Electric Cherry*

*Top Notes: Cherry and Ginger*

*Middle Note: Jasmine Sambac*

*Base Notes: Ambrettolide, Pink Pepper and Musk*







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