

# Trend Report 2023

27<sup>th</sup> 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 insights on product trends and market drivers and explore updates on key launches that will help you stay on top of 'what's new' on shelf.



# In Focus: Hair Care

From serums to slugging, ceramides to cycling, many of the trends that are peppering hair care, whether it's ingredients, formats or regimes, stem directly from skin care. Yet the hair care sector is also stepping out of the shadow of its sister category and finding its own stride.

While skin care sales growth slowed as consumers found less time for extensive routines, hair care's momentum has remained strong. "Globally, hair care outgrew the broader beauty and personal care industry in 2022, recording value growth of 8%," says Euromonitor International, stating that this is because "consumers have taken a stronger interest in their hair health and out-of-home activities increased."

Consumers are also continuing to spend on premium hair care, with Circana noting that this trend has held strong since before the pandemic; "Prestige hair care has been in double digit growth for three years now," The latest Circana data, for the 12 months ending June 2023, reveals that sales of prestige hair care products soared by 26% in Europe, and while high inflation was a contributing factor, the trend to indulge in more premium products has persisted.

**Trend 1: Anti-dandruff care just got sexy**

Brands are turning dandruff care into a more approachable and normalised space, with a fresh array of alluring and elevated products designed to change the experiences that consumers can have when treating this common condition

Source: Cosmetics Business

**Trend 2: Brands are backing overnight scalp serums as the next hair care trend**

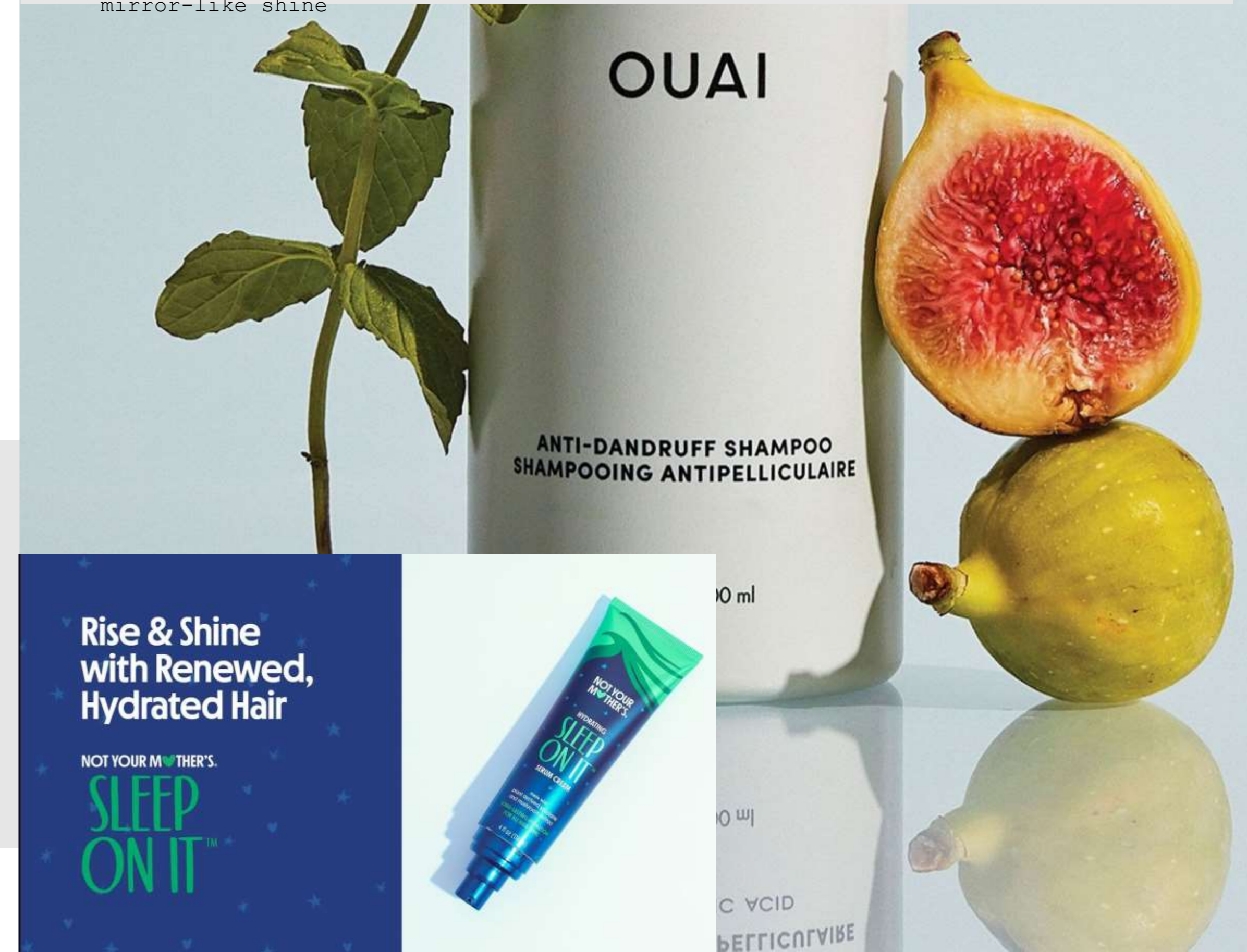
Trends in night time beauty have seen the viral 'slugging' routine move from skin care to hair care, a technique that uses oil to lock in moisture overnight. But hair care brands are now backing another bedtime trend: overnight scalp serums

**Trend 3: Hair waters: the 'miracle' treatments consumers have been waiting for**

When a product is hailed a 'miracle in a bottle', it usually refers to a skin care product, often a new age-defying serum. But hair care now has its own answer: hair waters. These are treatments that work in seconds, are easy to use and deliver a mirror-like shine

**Trend 4: The brands riding high on TikTok's rosemary oil obsession**

Rosemary oil has gone viral over the past year for its use as a hair growth treatment, with #rosemaryoil racking up over 2 billion views on TikTok.



## Lenor (UK) Outdoorables

Trend Notes: Awarded the #1 FMCG launch by Kantar in 2021, Lenor Outdoorable already makes up 7% of the fabric softener's category (Kantar, 2022). Lenor is investing in the category by delivering continuous scent innovation to expand the appeal of Outdoorable to new shoppers, such as those who are after more indulgent, rich and perfume-like scents. Lenor Outdoorable is already loved by 2.8 million households in the UK (Kantar, Household Penetration, 2022). The launch of the new scents, including new Fairy Outdoorable, aims to double the reach of the Outdoorable segment by 2024."

The three new Outdoorable scents are:

**Moonlight Lily** is a rich, floral, oriental scent. Lilies, amber and sparkling spices will transport the senses to a glamorous nighttime adventure.

**Northern Solstice** is a fresh, airy and energising scent. Crisp notes of fir and pine will transport you to a snow-covered forest, as the sky fills with the magic of the Northern Lights.

**Tropical Sunset** infuses your laundry with a happy, fruity and tropical scent. Sweet notes of watermelon, melon and mango



HOME CARE

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## Tesco UK Air Mists

Trend Notes: Taking inspiration from Air Wick Pure sprays Tesco has launched 2 new formats into their air care range; Air Mists - with fragrances designed to make the odour removal spray market a bit more sophisticated!

Orange Blossom & Pomegranate Air Mist

Tesco Cherry Blossom & Peony Air Mist

Product features:

Created with fragrance experts.

Odour Control.

No wet spray.



# Diptyque Holiday Collection 2023

Trend Notes: Diptyque's holiday collection for 2023 is themed with the packaging concept: Flames, and includes 3 scents; Sapin (Pine Tree), Délice (Delight) and Coton (Cotton) candle.

COTON (COTTON): Powdery scents of musk and tonka bean.

Adorned with flames in blue and gold, this candle radiates a cottony softness brought out by the smoothness of tonka bean blended with musk and iris. The flame of the Coton (Cotton) candle is both captivating and reminiscent. Its scent generates a gentle, comforting atmosphere - a downy, powdery harmony you'll enjoy sharing all through the year's end festivities.

DÉLICE (DELIGHT): Dates, vanilla, patchouli

With a perfume that evokes dried fruit and vanilla, this candle is decorated with red and gold flames to captivate your guests. Placed upon a festive table or near the fireplace, the Délice (Delight) candle offers the firm promise of an enticingly festive time. A flame that enchants.

SAPIN (PINE TREE): Pine, resin, cedar

The Sapin (Pine Tree) candle adorned with green and gold flames evokes the warm memory of a tree newly arrived in your home and promptly adorned with baubles. Let the festivities



# Homesick (USA) Fall Collection

Trend Notes: 3 new scents for the Autumn season - inspired by apple, sunflowers and firewood - classic notes that are generally globally enjoyed by consumers across northern USA, UK and Europe.



SUNFLOWER FIELDS

Fresh breeze blows through a sea of bright yellow, scattering giant petals across the field. Acres of green stalks tower over one another, reaching for the

sun



ORCHARD PICNIC

A wicker basket filled with delicious bites laid on a plush checkered blanket. The sun peeking through endless rows of apple trees. A cool breeze lifting dandelion petals into the air.



FALL HEARTH

Technicolor leaves are gathered into piles as laughter fills the crisp, autumn air. Cozy season kicks off with playful accents of pumpkins and mums beside freshly stacked firewood.



HOME FRAGRANCE

# PARTYLITE

Trend Notes: Inspired by Autumn woodlands and Autumn baking. Interesting to see a ‘banana’ variant in the mix - Yankee Candle launched a Boo-nana for Halloween and Boy Smells recently launched Banana Pudding - clearly a hot note in sweet gourmands for this year.

### Maple Leaf & Ginger

Warming notes of sugar maple combined with cedarwood and ginger conjure a little woodland magic in any room.

### Cinnamon Apple Cider

The scent of farm-fresh apple cider and comforting cinnamon and clove. This fresh, subtly spiced fragrance will make you feel warm and cozy throughout the seasons.

### Banana Walnut Bread

Experience exquisite, sweet baked aromas. Walnut streusel and ripe bananas baked in a rum-scented tea bread provide a deep, relaxing scent profile.

### Almond Pear Tart

Scents of sweet pear slices and ground almonds layered in vanilla pastry, This classic aromas will heighten your senses and evoke memories of sweet bakes and good times.





## HOME FRAGRANCE

# Malin + Goetz Strawberry

Trend Notes: summertime has always been linked to strawberries—from the tennis to relaxed picnics in the park with a punnet of berries always to hand. Juicy, distinct and playful. But as the seasons change, the favourite fruit usually gets left behind. Inspired by the brand's iconic scent this delicious scent has just launched as a candle - all ready to keep summertime happiness well into winter.

A reinterpretation of the garden strawberry - deconstructed and unexpected. This fragrance creates a calming and familiar experience with a dynamic blend of fresh bergamot and pink pepper with warm musk, jasmine flowers and gentle orris root. Scented candle with notes of Strawberry, Jasmine, Pink Pepper, Oak Moss and Orris Root. Description: The fragrance is designed to create space. It stimulates the olfactory and visual senses and connects them with a familiar place that gives the sometimes indescribable experience of comfort, happiness and contentment.

*Top notes: Zesty bergamot, mara strawberry, pink pepper.*

*Heart notes: Jasmine flowers, trapped jasmine lactone, forest green.*

*Base notes: Cedarwood, oakmoss, musk, orris root*



# Jo Loves Amber, Lime & Bergamot

Trend Notes: Warm, sexy and elegant - a luxurious journey to discover the spectacular and elegant fragrance inspired by the prestigious Concours d'Elegance event. Picture 1920's glamour, vintage cars, champagne and picnics in the estate gardens while the setting warm summer sun cast an amber glow around them.

The freshness of Bergamot and Lime combined with the warmth of White Amber Cedarwood.



# Victoria's Secret: Winter Après

Trend Notes: Snowy landscapes, snowy scenes and winter activities inspire new scents across all olfactive categories in this Après collection from the brand. Coconut and jasmine get frosted as the seasonless trend continues.

From slope side to fireside, experience a winter chalet filled with notes of frozen berries, arctic coconut, and hot chocolate.

**SNOWDRIFT:** Winter berries cool jasmine and tangerine. Dashing through the snow.

Fragrance Style: Fruity Floral

**FROSTMELT:** Hot chocolate ignites mint and tonka. Warming the season's frost.

Fragrance Style: Sweet Aromatic Gourmand

**SUNSLOPE:** Arctic coconut freezes amber and musk. Exploring the sunlit mountains.

Fragrance Style: Woody Gourmand

**NIGHTSIP:** Champagne bubbles, light musk, violet and redwood. Taking in the night.



# L'Occitane Winter Limited Editions (Europe)

Trend Notes: Festive twists on tradition are what L'Occitane's limited edition shea collections are all about. This year the brand is launching; Shea Sparkling Leaves, Powdered Shea and Almond & Flowers.

Almond & Flowers: Decadent notes of almond unite with olive blossoms and citrus for a luminous floral aroma

Powdered Shea: It envelops the skin with a soft and comforting scent, inspired by the encounter of shea nut and olive tree wood, where powdery and creamy facets mingle with green and delicate notes.

Sparkling Leaves: delicate fragranced with a scent inspired by a walk in the Provençal olive sparkl



## Fa Wonders of Canada

Trend Notes: Winter weather and the natural world merge to inspire a new look at 'fresh' and 'clean' scents inspired by Canada's landscapes and destination sights.

Immerse yourself in the world of Fa and embark on a tour of the urban and idyllic wonders of Canada.

The Fa Urban Wonders deodorant pampers your senses with the *fresh scent of freesia*, the shower cream series from the limited Fa Urban Wonders collection in three urban designs smells *fruity and sweet of berries*.

The Fa Scenery Wonders deodorant impresses winter lovers with its *fresh sandalwood and jasmine scent*, while the Fa Scenery Wonders shower cream range lets you immerse yourself in the *tart, woody fragrance world of winter Canada*. Create your winter Fa moment and send your senses on a winter adventure to Canada with Fa!







**HOLLAND**  
AROMATICS

FINE FRAGRANCE

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# KAYALI

ODGASM Collection

**Trend Notes:** Oud fragrances are having a huge resurgence and inspiring many new collections as the trend for 'all year round' bolder and sultry scents continues.

Oudgasm Tobacco Oud | 04 Eau de Parfum Intense is a warm and enigmatic fragrance that explores the power and opulence of oud when blended with juicy mandarin, sweet and honeyed tobacco and spicy hints of clove and saffron.

Oudgasm Rose Oud | 16 Eau de Parfum Intense is an ode to the queen of flowers, the rose. This rare elixir is an opulent blend of iconic notes: sparkling and playful pear, carnal and rebellious Rose Damascena and mysterious oud

Oudgasm Café Oud | 19 Eau de Parfum Intense is a sensually electrifying fragrance combining creamy cappuccino notes, a vibrant heart of rose and geranium, and a woody, resinous oud.

Oudgasm Vanilla Oud | 36 Eau de Parfum Intense is an enticingly rich fragrance that balances the sublime beauty and comfort of our hero note vanilla, the warmth and spice of saffron, the sweetness of praline, and the magic of oud





WOMEN'S FRAGRANCES

## NEW LAUNCHES

Dolce & Gabbana Devotion Eau de Parfum Tantalizing, gourmand notes of Candied Citrus, luminous freshness of Orange Blossom and the warm, sensual touch of Vanilla.

Armani Si Eau de Parfum Intense Blackcurrant Nectar, May Rose essence, Davana essential oil, Bourbon vanilla, patchouli oil, black tea

Burberry Goddess Vanilla, Lavender, Cacao, Ginger; Vanilla Caviar and Vanilla Absolute.



## CREED CARMINA

Carmina Eau de Parfum is introduced as a contemporary woody-floral scent designed for women. It elegantly combines the velvety touch of Rose de Mai with the opulent notes of cashmere wood. Presenting juicy black cherries and zesty pink pepper, they're enlivened by the rich glow of exotic saffron. Anchoring this fragrance are the profound undertones of treasured myrrh and frankincense, paired with the modern touch of ambroxan and the sultry warmth of musk. Creed promises Carmina is finely crafted with a powerful sillage that embodies the essence of feminine allure imbued with a captivating charisma.

### *Top Notes*

*Pink Pepper, Black Cherry, Saffron*

### *Heart Notes*

*Rose de Mai, Violet, Peony, Cashmere Wood*

### *Base Notes*

*Myrrh, Frankincense, Ambroxan, Musk*

Premium, Indie +  
Niche Fragrances







## OBVIOUS: UNE PISTACHE

Obvious, a niche perfume label from France, was established in 2020. Obvious embraces a concept of self-evident beauty, the kind that does not need explanations. Drawing inspiration from nature's bounty, the brand creates sophisticated and contemporary fragrances.

Une Pistache is a smooth, creamy, and opulent dessert "as if it had come out of the streets of Tripoli, a firm, dense, dizzying pistachio!

"Close your eyes and continue your journey to Persian lands, wandering through markets where orange blossoms and pistachios rub shoulders with the scent of marzipan." Heliotrope with almond undertones imbues the composition with a sense of fullness. The inclusion of incense notes provides a revitalizing dimension to the scent, contributing to its complexity. At the heart of the fragrance, the presence of carrot notes unfolds the sweet accents of the perfume, enhancing its indulgent quality. It is then that the pistachio milk essence reveals its complete spectrum of nuances, ranging from gourmand and sweet to bitter and dry.

*Top Notes: Neroli Oil Tunisia LMR, Cardamom Oil LMR, Carrot Heart LMR*

*Heart Notes: Pistachio Milk, Heliotrope, Olibanum Oil*

*Base Notes: Sandalwood Oil album, Cashmeran, Musk*

Premium, Indie +  
Niche Fragrances





Premium, Indie +  
Niche Fragrances

## HENRY ROSE MENACE

Henry Rose has launched its twelfth eau de parfum called Menace. Announced as a watery fougere, Menace is an invigorating blend of zesty lime and tangerine with crisp marine notes and Mediterranean cypress, anchored by rich cedarwood and sensual musks. Although all Henry Rose fragrances are genderless, Menace will be the brand's first-ever "masculine-leaning" scent.

### NOTES

*Lime Heart, Tangerine Heart, Lentisque  
Absolute Maroc Crisp Marine Notes,  
Mediterranean Cypress  
Cedarwood Heart Virginia, Patchouli Oil,  
Sensual Musk*

# MENACE

*Gin soaked  
five o'clock shadows.*



To brainstorm what these launches could mean to you get in touch with us:

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Holland Aromatics is a modern, internationally oriented Dutch fragrance company focused exclusively on the development and the production of fragrances for each purpose.

Since its founding in 1984 Holland Aromatics has grown into an international fragrance company with sales in more than 60 countries. The key to this remarkable success is simple: passion.

