

Trend Report 2025

29th 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.



Skin care consumers are redefining what they classify as essential skin care products, as results and enhancing wellbeing become a dual priority.

Key trend: Fragrance is making a comeback in facial skin care: In the early 2010s, there was a significant uptick in fragrance-free claims in skin care, amid a growing perception that they are a 'safer' and therefore more desirable option for all consumers. However, a steady trickle of facial skin care launches are turning against the tide and embracing the use of fragrance once again and recognising the benefits that fragrance can bring to both their formulations and consumers. Last year Clarins launched Multi-Active Jour and Nuit skin care with fragrances that are clinically tested to reduce stress by at least 20% and improve sleep by 41% for the night version. Youth To The People's Kale + Green Tea Spinach Vitamins Superfood Cleanser is praised for smelling like a green smoothie, while Ole Henriksen's Barrier Booster Orange Ferment Vitamin C Essence "smells just like a fresh cut orange," according to reviews. According to This Works, which unlike many skin care brands has always used functional and therapeutic fragrances within its facial range, there is a growing awareness of the positive impact fragrance can have on overall wellness. The latest launch from This Works, Deep Sleep Beauty Oil, includes within its Deep Sleep Functional Fragrance neuroactive ingredients sesquiterpenes for the first time. These have been shown in studies to improve sleep quality when inhaled. In a trial, 91% of participants felt more relaxed as they went to bed after using it. Sisley's recently launched skin care line Neuraé also prioritises fragrance as a key pillar of its brand, featuring four neuro-fragrances created in line with aromachology principles to trigger emotional responses, such as energy or joy. As we go further in 2025 consumers are increasingly looking for multisensorial products that go beyond active ingredients suspended in a formula.

Market Insight: Skin Care



Global skin care market value and growth

Globally the market was worth \$167.3bn US dollars in 2024 and grew +5.6%, according to Euromonitor International. Globally facial care grew 5.9% and is worth \$130.1bn compared to global body care which is worth \$22.5bn and grew 5% in 2024.

Global top ten brand trending on TikTok

1. Rhode
2. Laneige
3. SoapCute California
4. Sol De Janeiro
5. Glossier
6. Mallows Beauty
7. The Outset
8. True to Skin
9. Canvas Beauty
10. Hero Cosmetics

Source: Mintorio

35% growth in searches for 'skin barrier repair'

Consumers are looking for products that protect the barrier as well as delivering on other skin care results. On TikTok #skinbarrierrepair has over 400 millions views, while searches are up 35% YoY to January 2025 according to Glimpse.

In Europe toners and clarifiers grew as much as body care

Face care grew 6% in Europe while body care grew 17% and toners & clarifiers grew 17%. Facial mists and sprays grew 18%, serums grew 9% and creams grew 4% according to Circana.

Disney Snow White home care edition

Trend Notes: A new home care collection in collaboration with the release of Disney's Snow White in cinemas.

The Enchanted Apple Forest limited edition range was inspired by "the timeless allure of the mystical forests bringing a touch of fairy-tale charm" to consumers homes.

From all purpose cleaning to fabric care, the range is infused with an elegant blend of crisp apple notes and delicate floral tones, leaving behind a refreshing scent that evokes "the magic of nature".



Dettol (UK) Bergamot Bliss

Trend Notes: Previous years have seen limited edition launches including; Hawaiian Breeze, Flower Power and Freeze the Day, as consumers continued to be delighted by seasonal home care ranges that make cleaning a little less of a chore and more of a fun sensory experience.

Dettol, a globally trusted brand for hygiene and protection, has introduced limited edition fragrances that blend its signature germ-fighting power with refreshing scents. With carefully curated fragrances, Dettol aims to elevate everyday hygiene routines, making them more enjoyable while maintaining the brand's high standards of protection.

Range includes; Multipurpose Wipes, Multipurpose Cleaner, Disinfectant Spray and Washing Machine Cleaner



KYSS ['çys] Swedish/Norwegian for 'kiss'.

Trend Notes: Love in all its forms. Romance, friendship, kinsfolk, care. There are as many forms of affection as there are people, and the Scandinavian nations are recognised as countries where everyone is free to love who they love and live how they want. A celebration of the emotional connection between two people, however it may be defined.

For kindred spirits, nearest and dearest. For the ones who make your heart sing, for the happiness they bring. A tribute to Scandinavian liberty.

Scent notes: Blackberries and rose, sugar candy and cloves



VOLUSPA Mediterranean Lemon

Trend Notes: An ongoing trend in home fragrance is the influence of ingredients from the Mediterranean – especially citrus notes. Voluspa have just introduced the NEW Mediterranean Lemon for 2025.

Illuminate your adventurous side and dive into the Italian coast. A zesty spritz, muddled with tart Bergamot and jewel-toned Citrus, finished with a twist of Sicilian Lemon. A sensorial cocktail that awakens the senses, intensifying the warm amber sun as it dips below the crystal blue sea. There is no last call for Mediterranean Lemon.

Notes Sicilian Lemon, Bergamot, Jasmine and Solar Amber.



HOME FRAGRANCE

Glasshouse Fragrances

Trend Notes: It may be cold in Europe and the northern hemisphere, but it's warm in Australia – where Glasshouse Fragrances are based, so it makes sense to celebrate tropical fruits and pretty flowers. The fruity cocktail combination being meditative is a key trend – the scent of endless summer - linked to wellbeing through scent.

Flower Therapy: Hydrangea & Wild Poppy

Take a moment to treat yourself to smiling Wild Poppies and Hydrangeas paired with unforgettable Lemon Verbena, and Blackcurrant - all the flowers, just for you.

Top: Blackcurrant, Fig, Lemon Verbena

Middle: Wild Poppy, Violet, Lavender, Hydrangea

Base: White Musk, Sheer Powder

Mocktail Meditation: Salted Cucamelon & Starfruit

Live in the moment. Be right here, right now, noticing sea salt scented air and big blue horizons then, reset with a burst of cooling Cucamelon and Starfruit Juice.

Top: Green Grass, Green Leaves, Star Fruit, Sugar Melon, Cucamelon

Middle: Marigold, Blue Lotus, Peony, Sea Salt

Base: Musk, Cedar, White Woods, Amber



Illume Spring Collection

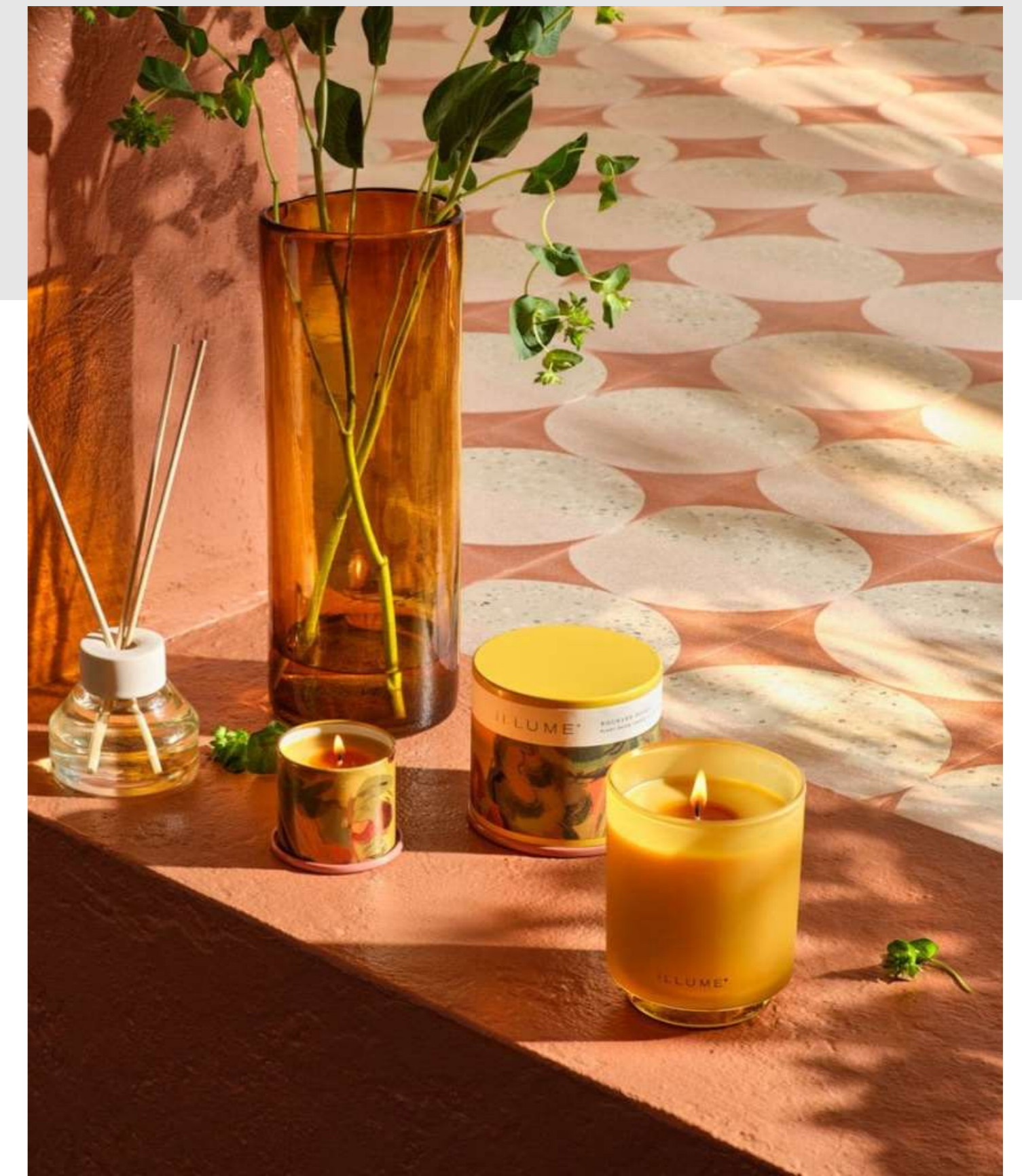
Trend Notes: Seasonal editions for Spring are now much more sophisticated and distinctly different from Summer launches - whereas it used to be there was no difference between Summer and Spring editions – as soon as January came round it was all about tropical scents, beach inspiration and bright fruits. But now there is a new trend for richer scents that warm up cold Spring days and bring new and novel combinations of scent experiences.

Oleander Oak: Grounded in ambery oakmoss, with a heart of petite oleander, kissed with raspberry cassis.

Borealis Moss: Grounded in cedarwood, with a heart of dewy moss, and kissed with silver sage leaf.

Rhubarb Honey: Grounded in white oak, with a heart of ripe rhubarb, and kissed with honeyed nectarine.

Santal Birch: Grounded in resinous amber, with a heart of saltwater sandalwood, and kissed with breezy eucalyptus.



Diptyque Amande (Almond)

Trend Notes: Sweet treats and the bakery and café trend merge in this candle with some of the hottest fragrance notes of the moment; almond and iris. Lots of niche fine fragrance brands are creating fragrances inspired by sweets and puddings from Replica's Afternoon Delight, Amouage's Love Delight and Almond Suede by Arquiste - and this is crossing into home fragrance new product development, as the gourmand trend continues.

Almond, iris, sandalwood, tonka bean.

The combination of almond, sandalwood and iris creates a mouthwatering, heartwarming treat. A seasonal candle inspired by the popular French king cake.

The delicious fragrance of frangipane is a traditional almond-flavoured custard cream and a treasure of French culture. This candle invites you to prolong the pleasures of the festive season and start the year in the sweetest manner imaginable.





HOME FRAGRANCE

Nest (USA) Cucumber & White Sage

Trend Notes: The wellness category keeps growing as consumers lean into using scents to alter mood and create positive home environments more than ever before.

De-stress and refresh with our new Wellness Collection that combines the crisp essence of cucumber with the soothing allure of white sage wrapped with hints of lavender and petitgrain to create a sense of calm and renewal.





PERSONAL CARE

Soap & Glory: Cherry Wild

Trend Notes: UK retailer Boots owns the Soap & Glory brand and have jumped on the cherry trend, that consumers are still loving, for their new limited edition.

Body wash: Shower yourself in Limited Edition Cherry Wild Body Wash. Formulated with a generous helping of moisture-boosting glycerin, it's designed to indulge your body and senses and leave your skin feeling cleansed and conditioned.

Combining notes of delectably juicy dark cherry and delicate jasmine blossom, let this tantalising fruity floral fragrance wash over you... and unleash your Cherry Wild!

Range includes body wash, body butter, body scrub and body lotion.



PERSONAL CARE

RITUALS The Dream Collection

Trend Notes: The Dream Collection heralds the soft embrace of Spring and channels relaxation, mindfulness and mood boosting calm in a new scent direction.

The Dream Collection features a cosy, modern, and sweet perfume that transports you to early spring mornings when the light gently embraces your surroundings. Because life can sometimes feel overwhelming, this collection aims to help you create a world that is uniquely yours. This state of in-between, of simply being—not fully awake nor dreaming—offers a cocoon of comfort. Here, you can relax, step back with complete awareness, and reflect on what your true dream looks like.

Blue Daisy & Moonstone

This fresh and floral scented formula brings together Blue Daisy and Moonstone to nurture your skin and uplift your spirit. Blue Daisy, known in Morocco for its astringent properties helps to soothe the skin. Moonstone, celebrated across cultures as a mystical and magical gemstone inspires a sense of calm and wonder.

Fragrance experience:

This dreamy scent reveals itself with pear and freesia giving freshness, a colourful experience and a sensation of aeriarity. Silky jasmine combined with buttery notes of orris and the dewy facets of morning muguet signing its floral heart, create a pleasant atmosphere where everything is possible. A universe in which reality and fantasy almost become one. Like a fluffy cloud, it dries down with comforting musks juxtaposed with addictive vanilla and sandalwood. Dreaming never felt this good.





PERSONAL CARE

Wild: Calm, Energise & Renew

Trend Notes: The brand partnered with UK mental health charity Mind to create three unique scents to evoke feelings of tranquillity, positivity and renewal. The essential oils in these scents are engineered to evoke the feelings they're named after - Calm, Energise & Renew. The brand said that whilst they don't suggest deodorants and body washes will treat, address or manage anyone's mental health — that these scents were simply designed to help inspire optimism and positivity.

Calm: A scent designed to bring you the sensation of relaxation right throughout the day. It's a soothing blend of geranium, lavender and patchouli notes for the ultimate smooth swipe.

Energise: Crafted to invigorate, elevate and energise your everyday. This sparkly scent features grapefruit and mandarin, with notes of violet and earthy amber, to really help put a positive pep into your step.

Renew: This revitalising and zingy scent will bring a sense of renewal to your routine. Featuring notes of fiery ginger, ylang ylang and earthy patchouli to lift your spirits at this time of year.





PERSONAL CARE

Touchland (USA) Power Essence

Trend Notes: A new launch from hand sanitiser brand Touchland; 8 Power Essence's designed to 'move your mood'. The skincare-infused body & hair fragrance mist are enriched with hyaluronic acid, niacinamide, and panthenol providing skin and hair benefits. Hair mists and body mists are going to be a huge trend this year.

Vanilla Velvet: Warm, indulgent, and decadently rich. A radiant reimagining of vanilla, where delicate coconut flakes, fresh muguet, and creamy almond unfold in soft, layered notes.

Lush Tropicale: Bright, refreshing sweetness with tropical allure. Invigorating dragon fruit and delicate apple blossoms blend with succulent papaya.

Mango Mojo: Vibrant, sweet, and delightfully bright. Fresh mango juice and candied pineapple intertwine with delicate notes of honeysuckle and freesia.

Sparkling Bergamot: Elegant and serene with a touch of zest. Vibrant bergamot and grapefruit uplift, while hinoki wood grounds with its soothing warmth.

Peachy Lychee: Lusciously fresh and captivating. A tantalizing burst of mouthwatering peach, succulent lychee, and delicate orchids.

Rich Pistachio: Cozy, nutty sweetness with velvety richness. Crushed pistachio and airy marshmallow meld with the warmth of oak wood.

Golden Amber: Golden warmth with aromatic florals. Enchanting jasmine petals, pink lavender, and ruby amber blend seamlessly with rich woods and oak moss.

Cashmere Woods: Soothing, cozy, and luxuriously soft. A gentle blend of sweet cream and rich vanilla with serene notes of jasmine and cashmere woods.





PERSONAL CARE

Amouage Guidance Luxury Body Line

Trend Notes: Amouage Guidance is a viral scent that blew up on TikTok and ever since has been a go to scent for many people. The brand recently introduced a luxury personal care range. The story of Guidance began with an interpretation of Amouage's iconic triad of Rose, Frankincense, and Ambergris. With its distinctive blend of Pear, Hazelnut and Sandalwood, Guidance brings a contemporary sense of grandeur. Following the success of the Eau de Parfum at a 25% oil concentration, Guidance 46 Exceptional Extrait - at 46% oil concentration was introduced. The new range includes a body lotion, hair perfume and bath & shower gel.

Hair Perfume: Light and airy, the Guidance Hair Perfume enhances hair texture, leaving it soft, silky and luminous with a delicate, ethereal finish. Infused with Omani Frankincense, the formula helps to protect the hair from external aggressors while leaving behind the precious scent of Guidance.

Bath & Shower Gel: This indulgent, deeply cleansing formula creates a rich, luxurious foam while moisturizing the skin, leaving it feeling soft, supple, and revitalized. Infused with Frankincense oil, the Bath & Shower Gel highlights the refreshing notes of the Guidance Eau de Parfum, leaving a subtle trace of fragrance on the skin.



Bath & Body Works x Disney

Trend Notes: With a spritz of charming scents and a sprinkle of Disney magic, Bath & Body Works latest collaboration celebrates Disney Princess characters through enchanting fragrances. The collection features six brand new fragrances inspired by some of the most beloved Disney Princess characters: Ariel, Belle, Cinderella, Jasmine, Moana and Tiana. The 85-product assortment is Bath & Body Works most extensive collaboration collection yet and consists of an array of products including fine fragrance mist, body wash and cream, lip gloss, candles, hand soap and sanitizer and decorative accessories.

The Cinderella collection features notes of gardenia petals, enchanting musk and sapphire blue amber, representing Cinderella's tendencies to never give up and treat everyone with respect.

The Tiana collection is inspired by her drive and focus to make a dream real, the fragrance includes notes of delicate water lily, gilded amber and shimmering bayou woods.

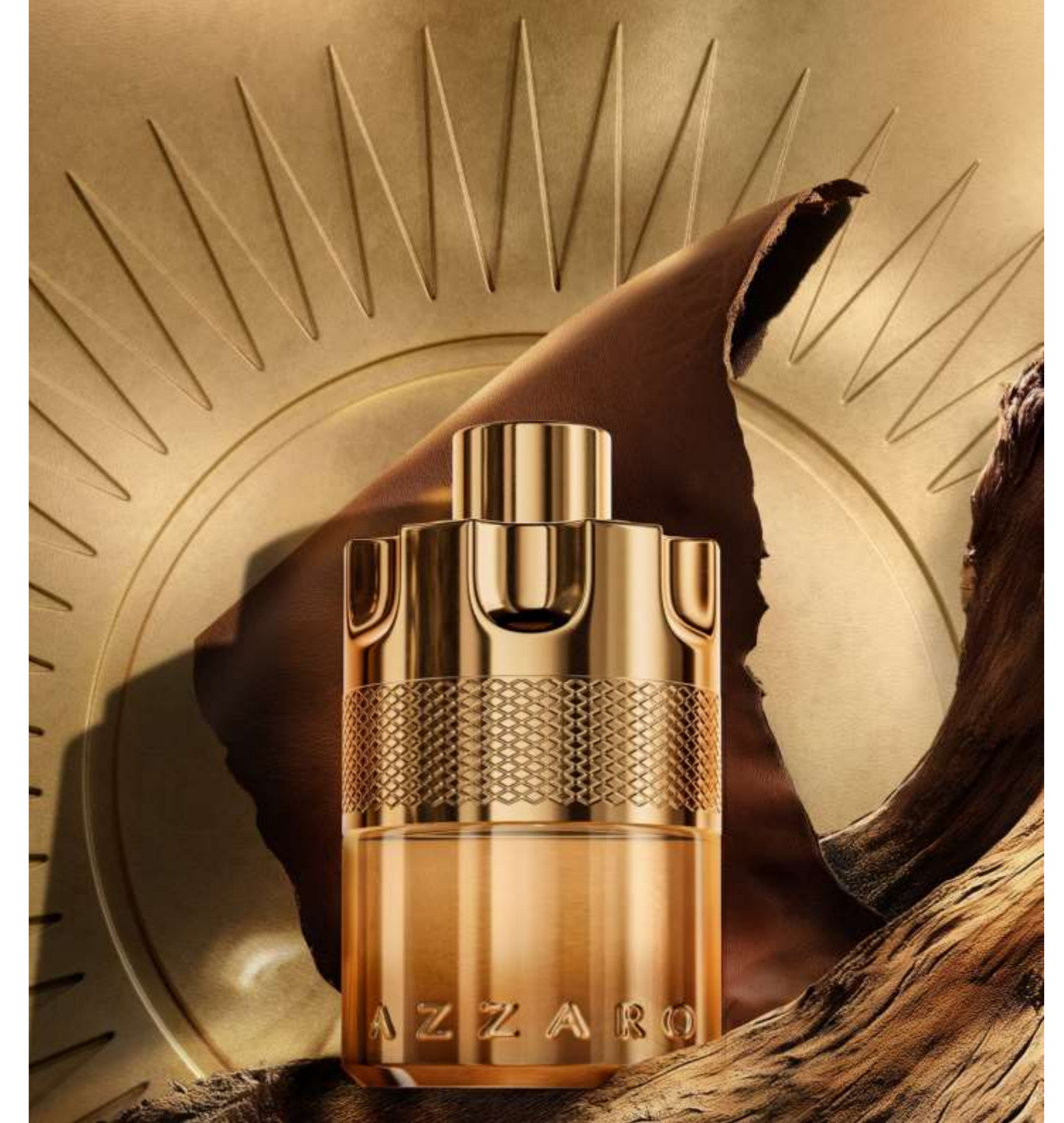
The Belle collection encourages fans to dare to be different, confident and comfortable being themselves including notes of rose petals, sparkling buttercup and whipped vanilla in the fragrance.

The Ariel collection incorporates notes of sea salt breeze, golden citrus and coral waters that embodies Ariel's courage to explore new worlds and be resilient.

The Moana collection represents Moana's bold and strong-willed spirit to save her people and home, features notes of lush green palms, plumeria breeze and coconut water.

The Jasmine collection embodies how she defines her own path and stands up for what's right including notes of sparkling jasmine flower jewelled currants and soft woods.





MEN'S FRAGRANCES

NEW LAUNCHES

Elie Saab L'Homme Pink Pepper, Bergamot, Cedarwood, Vetiver; Myrrh and Patchouli.

Dolce&Gabbana Devotion Pour Homme Lemon, Coffee and Patchouli.

Azzaro Forever Wanted Elixir Raspberry, Green Mandarin, Bergamot, Cardamom, Lavender, Clary Sage, Leather, Wolfwood and Vetiver.



WOMEN'S FRAGRANCES

NEW LAUNCHES

Armani Si Passione Red Musk Strawberry, Musk, Milk, Rose and Vanilla.

Armani My Way Ylang Mango, Coconut, Orange Blossom, Bergamot, Ylang Ylang, Tuberose, Vanilla, White Musk and Cedarwood.

Elizabeth Arden Green Tea Pistachio Crunch Pistachio, Green Tea, Bergamot, Rose Water, Heliotrope, Magnolia, Vanilla Bean and White Amber.

PRADA Infusion de Rhubarbe Eau de Parfum

The iconic Prada Infusion collection welcomes a new addition—a vibrant aromatic-fruity creation, highlighted by the crisp and refreshing veggie accord of rhubarb as its star note.

Infusion de Rhubarbe is a delightful and yummy fruity-floral fragrance that celebrates the unique and playful character of rhubarb. Vibrantly pink and green, balancing sweet and tangy notes, rhubarb—a vegetable with the soul of a fruit—is beautifully blended with an infusion of citrus and soft musks. The result is an enveloping scent of skin, allowing its personality to fuse with you.

Les Infusions de Prada uncovers unexpected dimensions of iconic ingredients. At the pure base of each fragrance lies the signature "esprit d'infusion"—a blend of aldehydes, musks, and citrus—designed to amplify the star ingredient. This collection represents a seamless fusion between fragrance and wearer, creating scents that become an extension of your identity.

*Super Essence of Green Mandarin,
Rhubarb Accord
White Musk Accord, Esprit d'Infusion (Aldehydes, musks, citrus)*



Premium, Indie + Niche Fragrances



Balmain Paris Blanc Galaxie

New Energy: In its cosmic white bottle, Blanc Galaxie stars the bursting light of hope. A citrus aromatic perfume with the bright, energizing power of cédrat ignited with myrtle's aromatic richness. A total alignment of five citruses, like an eclipse of light. Lemony Buddha's hand and refreshing bergamot lead the way. It's a burst of citrus vitality, embraced by creamy magnolia and spiced with a twist of cardamom. A halo of new energy forms as its hopeful light culminates in a long-lasting musky patchouli finale.

Notes: *Cedrat, buddha's hand, bergamot, green mandarin, lime, myrtle, magnolia, cardamom, patchouli and musk.*



Premium, Indie + Niche Fragrances





Premium, Indie + Niche Fragrances

Obvious Milk & Matcha

Turning every day into a new adventure. Make the days meaningful instead of just counting them. But before diving into the hustle of daily life, an unchanging ritual takes centre stage: a stop at the counter. The coffee machine roars, releasing a cloud of steam. This fleeting moment offers a treasured pause—a warm cup in hand, holding a velvety, green elixir. Crafted around the matcha accord, this fragrance draws its inspiration from the matcha latte. Inspired by the ritual of savouring a matcha tea with milk, to capture its soft and creamy notes.

Notes: Ginger, tangerine heart, mandarin, matcha, orange blossom absolute, mate, vanilla, tonka bean absolute and peru balsam





Premium, Indie +
Niche Fragrances

Fugazzi Passionfroudh

PASSIONFROUDH bursts with tropical passionfruit, mango, and spicy ginger, balanced by the warmth of black tea. A heart of black pepper and gurjun balsam brings depth and intrigue, while an overdose of natural Oudh Assafi and cypriol creates a smoky, seductive foundation. Inspired by the energy of Ipanema Beach, Brazil's soul, bottled.

Top notes: Passionfruit, Black Tea, Ginger and Mango

Middle notes: Black Pepper and Gurjan balsam

Base notes: Agarwood and Cypriol



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.

