

2025
2026

Fragrance Trends

Spring / Summer 2025 /2026



CARVANSONS

WELCOME TO THE CARVANSONS SPRING SUMMER 2025 /26 TREND PRESENTATION

OUR INSPIRATION

Our Fragrance Trend eBooks provide insights into the trends and consumer buying habits affecting products influenced by the fragrance market. We take inspiration from market research, fashion trends, current consumer buying habits and recent fragrance launches.

OUR EXPERIENCE

As an international fragrance manufacturer with over 80 years of experience, we continuously evaluate and analyse upcoming trends in fragrance and perfume creation. Our experience and knowledge help us advise our customers on fragrances that bring their brands and products to life.

Please note: The perfumes and products mentioned within this ebook are purely examples of market trends. As a result, the products mentioned in this article are for reference only. We do not receive any commission for affiliated links/advertising.



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...savoury, salty and airy is the new gourmand

TREND 6. DON'T MESS WITH THE CLASSICS

...unique and long-lasting scents

MARKET RESEARCH

REQUEST SAMPLES



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wild
orchid



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inspired by...

...sweet, floral, and musky with tropical accents

wild orchid

Orchids are said to symbolise beauty, luxury, strength, fertility, refinement and mature charm.

There are around 52 different species of wild orchids in the UK. Many of these species are incredibly rare and can often only be found on nature reserves.

Most orchids have a sweet and musky fragrance. This fragrance is often likened to vanilla.



wild orchid



Inspired by:

Gorgeous Orchid | Gucci Flora

Wild Vanilla Orchid | Floral Street

Black Orchid | Tom Ford

wild orchid

fragrance directions

Ylang
Orchid
Amber
Mimosa
Tiare
Vanilla
Citrus





zest for life



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inspired by...

... bright and refreshing positivity

zest for life

This trend captures the sparkling aroma of a home refreshed with notes of lemon zest, mint, and clean linen.

Playful, fruity and quirky, these bright fresh scents appeal particularly to Gen Z consumers.

These scents are also being twisted further with the use of more unusual citrus scents such as Yuzu, Pomelo, Mandarin, Lemongrass and Bergamot.

zest for life

Yellow will be a key colour for SS25, particularly in shades of lemon and butter.



Inspired by:

XJ 1861 Renaissance | Xerjoff

Yuzu Zest Cologne | Jo Malone London

Mandarine Basilic Harvest | Guerlain



zest for life

fragrance directions

Bergamot
Yuzu
Mint
Mandarin
Lemongrass
Pomelo



dark vanilla



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inspired by...

... vanilla but not as you know it

dark vanilla

Vanilla, a staple in the world of scents, undergoes a dark transformation this season, adopting darker, more complex notes.

Layers of black amber, leather and spice move away from the cloying sweet vanilla of the past. It's a call for high-quality ingredients and innovative pairings, appealing to those seeking a more expressive and emotional scent profile.

dark vanilla



"Vanilla has been incredibly popular over the last few years, but the sickly sweet almost plastic scent is being replaced with darker seductive and surprising vanilla scents."





dark vanilla

Inspired by:

Vanille Fatale | Tom Ford

Vanilla Skin | Phlur

Deep Dark Vanilla | D.S. & DURGA



dark vanilla

fragrance

directions

Vanilla
Tonka
Musk
Patchouli
Leather
Frankincense
Fig
Coffee

soft
focus



CARVANSONS

inspired by...

... soft leather, suede and soft florals

soft focus

After the announcement of the Pantone Colour of the Year, Mocha Mousse, we believe Suede will once again be taking centre stage.

Suede, with its soft, velvety and subtly leathery aroma, brings a distinctive and luxurious note to the world of perfumery.

Expect the scent to become warm and tactile with the addition of soft florals.

The 1970s fabric making a comeback



soft focus

Inspired by:

Animalique | Byredo

Clean Suede | Etat Libre d'Orange

Ode To Dullness | Juliette Has A Gun

soft focus

fragrance directions

Suede
Oakmoss
Oud
Leather
Vanilla
Musk
Olibanum
Amber



earthgirl



CARVANSONS

inspired by...

...nature-inspired scents

earthgirl

The essence of early morning walks and the freshness of greenery are bottled in this trend. Notes of vetiver, moss and cedar bring the outdoors in, creating a grounding experience that transcends seasons.

These fragrances are universal and are perfect for those seeking to deepen their connection with nature.



EARTHY GIRL LOOKBOOK



"We had a lot of beige, we had a lot of off-white, we had camels, now sage is a new basics colour."

Inspired by:

When the Rain Stops Maison Martin Margiela

A Balm Of Calm Penhaligon's

Uomo Born in Roma Green Stravanganza Valentino

fragrance directions

Vetiver
Moss
Patchouli
Cedarwood
Eucalyptus
Sage





don't mess with
the classics



CARVANSONS



inspired by...

...retro, classics, 90's nostalgia

don't mess with the classics

Gen Z are chasing the scent of nostalgia as part of their pursuit for a bygone era. So not only have baggy jeans and various other throwback fashions made a comeback, retro fragrances have too.

The Times reports Joop! Homme has flown off the shelves with a 381% increase in sales. Similarly Calvin Klein's 1990 Eternity for Men is up by 228% over the same time period.

GEN Z SNIFF OUT RETRO FRAGRANCES

Fragrance Evaluator Anthony speaks to the Times about rise of retro fragrances with Gen Z



90's Flashback



don't mess with the classics



"The relaunch of Lynx Africa fits right into this trend of Nineties fragrances being regenerated in a different way."

A black and white photograph of three women from behind, standing on a beach. They are wearing light-colored, long-sleeved tops. The woman on the left has long, wavy blonde hair. The woman in the middle has long, straight dark hair. The woman on the right has long, wavy dark hair. They are all looking out towards the ocean. The background is slightly blurred, showing palm trees and a bright sky. A blue semi-transparent rectangle is overlaid on the left side of the image, containing text. Another blue semi-transparent rectangle is in the top right corner, also containing text.

don't mess with the classics

Inspired by:

Joop! Homme Joop! for men

L'eau d'Issey Issey Miyake

Acqua di Gio Giorgio Armani

don't mess with the classics

fragrance directions

Marine Notes
Lavender
Rose
Violet
Vanilla



Request Samples

Scan the QR code to request samples of our latest collection inspired by the Spring Summer Fragrance Trends






The Research behind the Trends



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QUALITY ON A BUDGET | A key factor in fragrance purchasing is the experience of a fragrance that feels expensive but is affordable, without compromising on the longevity of a scent.

SEEK THE UNIQUE | Demand for unique or customised fragrances is increasing, especially from young consumers who are looking to express their individuality.



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SUSTAINABILITY | Refillable and rechargeable products are continuing to see growth across all markets and product sectors.

NATURALLY | Natural and premium ingredients are still highly associated with the perception of premium beauty/traits. Natural and environment-friendly are the leading sustainable attributes for new product developments.



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LONGEVITY | The promise of long-lasting fragrance continues to be a key factor in fragrance choices.

MOOD BOOSTING | With ever-increasing numbers of consumers using fragrances to enhance mental wellbeing, brands will continue to heavily focus on the mood-boosting qualities of their scents.



CARVANSONS

about us

Carvansons is a world-leading UK-based fragrance manufacturer. Our fragrances are used globally in the cosmetic, personal care, household and industrial product sectors.

We undertake extensive market research and product development to guide our fragrance creation process.

Our complementary sample ordering process allows you to test and experience various scents to ensure you find the perfect aroma for your product.



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For more information about our fragrances and our latest creations, contact us

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