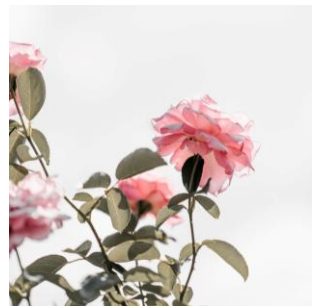

2022

FRAGRANCE
TRENDS

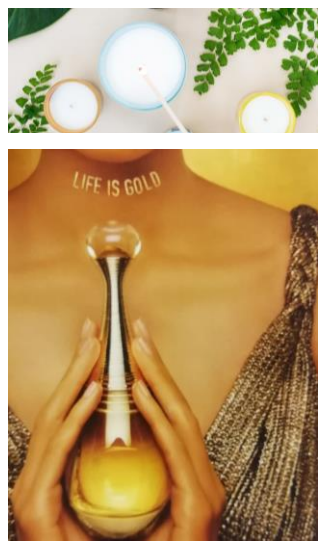
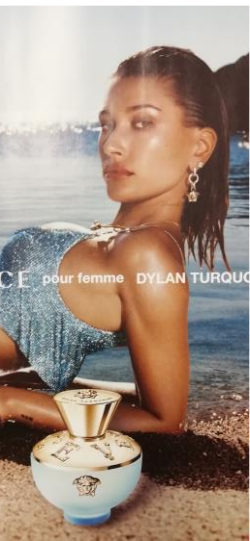


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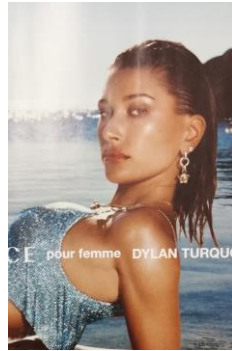


FASHION AND CONSUMER TRENDS



FASHION TRENDS

Y2K ERA / INDIE SLEAZE
SUSTAINABLE GLITTER
NATURALS
WELLBEING
SELF CARE
ECO




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CONSUMER BUYING TRENDS

THE DIGITAL CUSTOMER JOURNEY | Consumer buying decisions are continuing to be led by digital channels, reviews and social media

PERSONALISATION | Time-poor consumers expect quick solutions that meet their needs and aspirations

SUBSCRIPTION | The new form of brand loyalty, this trend is driven by ease of repurchase. Organisations can now surprise and delight their customers with thoughtful and personalised subscription-based products.

DIRECT TO CONSUMER | By removing the middle men (retailers and distributors) companies are connecting directly with the end consumer.

IMMERSIVE EXPERIENCES | Virtual reality and augmented reality technologies are driving customer engagement with immersive experiences, such as a virtual dressing rooms and online make-up evaluations.

CONSCIOUS CONSUMPTION | The drive to become more conscious consumers sees customers seeking to understand the wider impact of purchasing habits and opting for more responsible alternatives.

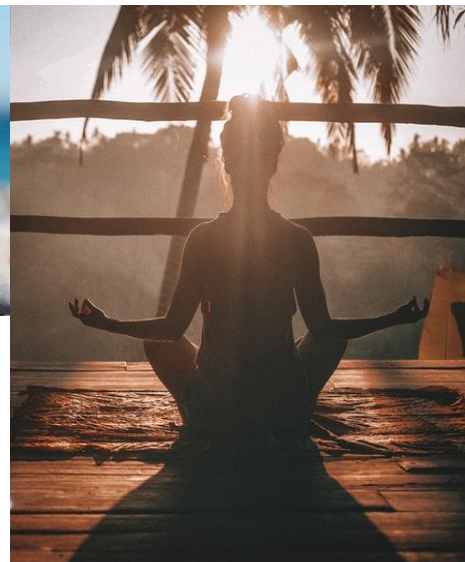


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FRAGRANCE TRENDS



FRAGRANCE TRENDS

- The trend for next year is still heavily focused on wellbeing and experiences
- Personal care and home fragrance companies will be focusing on moods such as stress relief, relax and energise
- Indulgent treats are also big as people continue to spend more time on pampering and at home spa-treatments
- Escapism and travel are still strong themes especially, whilst travel restriction still dominate many people's plans.



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FRAGRANCE TRENDS

ESCAPISM

Lime
Citrus
Pomegranate
Watermelon
Orange
Bergamot

NATURAL

Hemp
Dock leaf
Oats
Sandalwood
Pine

FLORAL

Jasmine
Rose
Peony

WELLBEING

Green Tea
Oolong and Black tea
Matcha
Chamomile
Mint
Aloe Vera

INDULGENCE

Ruby Oud
Honey & Nectarine
Shea Butter



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ESCAPISM

Lime
Citrus Grove
Watermelon
Orange & Bergamot

Citrus creations with crisp clean tonalities
and long-lasting drydowns.



Suggested Fragrance Notes

Top Notes

Petitgrain, Bitter Orange, Orange, Bergamot,
Galbanum, Grapefruit

Heart Notes

Neroli, Ylang-Ylang, Rose, Clove, Ozonic notes

Base Notes

Musk, Vetiver, Sandalwood, Peru Balsam,
Patchouli

Popular Perfumes linked to the Escapism Trend

Lime, Basil and Mandarin
Jo Malone

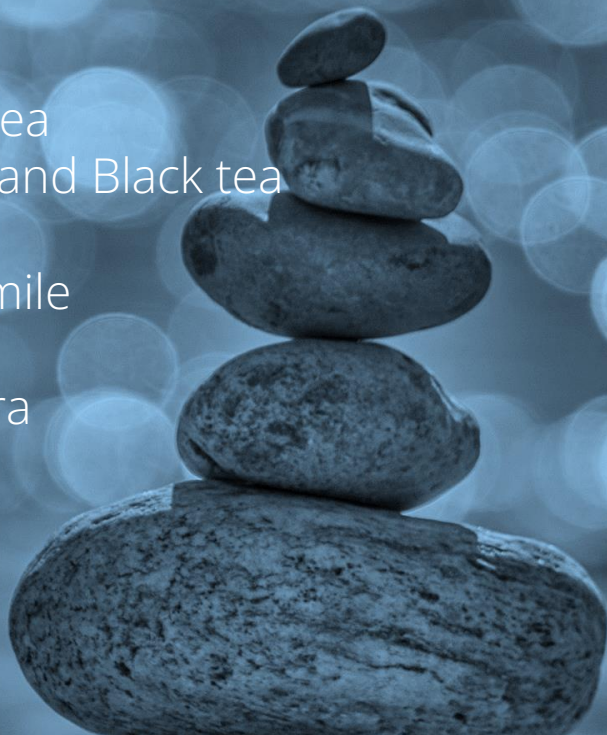
Light Blue Forever Pour Homme
Dolce Gabana

Molton Brown
Orange & Bergamot



WELLBEING

Green Tea
Oolong and Black tea
Matcha
Chamomile
Mint
Aloe Vera



Suggested Fragrance Notes

Top Notes

Green Tea, Bergamot, Mandarin Orange, Cardamom

Heart Notes

Jasmine, Orange Blossom, Green Tea, Black Tea, Jasmine and Orange Blossom

Base Notes

Moss, Cedar, Vetiver, Ambrette, Musk and Iris

Popular Perfumes linked to the Wellbeing Trend

Perfect Night's Sleep
Neom

Matcha Meditation
Maison Martin Margiela

Privé Les Eaux Thé Yulong
Giorgio Armani



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NATURAL

Hemp
Dock leaf
Oats
Fern
Sandalwood
Pine

Green and foug  r   fragrances combined
with leather tonalities

Popular Perfumes linked to the Natural Trend

Ferragamo Intense Leather
Salvatore Ferragamo

Y Eau de Parfum
Yves Saint Laurent

Fathom V
Beaufort



Suggested Fragrance Notes

Top Notes

Mandarin Orange, Clary Sage, Pink Pepper

Heart Notes

Red Apple, Iris, Sandalwood, Fern

Base Notes

Leather, Earthy Notes, Musk, Oakmoss, Salt



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FLORAL

Jasmine
Rose
Peony

Floral femininity is celebrated with a touch of nostalgia



Suggested Fragrance Notes

Top Notes

Lychee, Pear, Bergamot, Lemon

Heart Notes

Rose, Peony, Waterlily, Jasmine, Carnation

Base

Vetiver, White Musk, Suede, Sandalwood, Cedarwood

Popular Perfumes linked to the Floral Trend

Delina La Rosee
Parfums de Marley

Peony & Blush Suede
Jo Malone

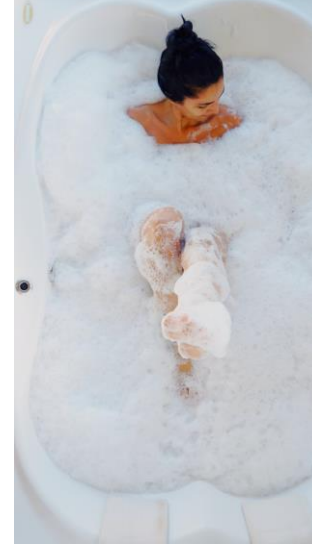
Boss Alive
Huge Boss



INDULGENCE

Ruby Oud
Honey & Nectarine
Shea Butter
Pomegranate
Cherry

Opulent tonalities of floral notes combined with more gourmand and leather notes create decadent creations



Suggested Fragrance Notes

Top Notes

Clary sage, Mandarin, Red Chilli Pepper, Saffron

Heart Notes

Caramel, Leather, Tonka Bean, Myrrh, Tobacco Patchouli Leaf

Base

Vetiver, Cedar, Sandalwood, Amber, Vanilla, Agarwood, Oud, Labdanum, Musk

Popular Perfumes linked to the Indulgence Trend

Baccarat Rouge 540
Maison Francis Kurkdjian

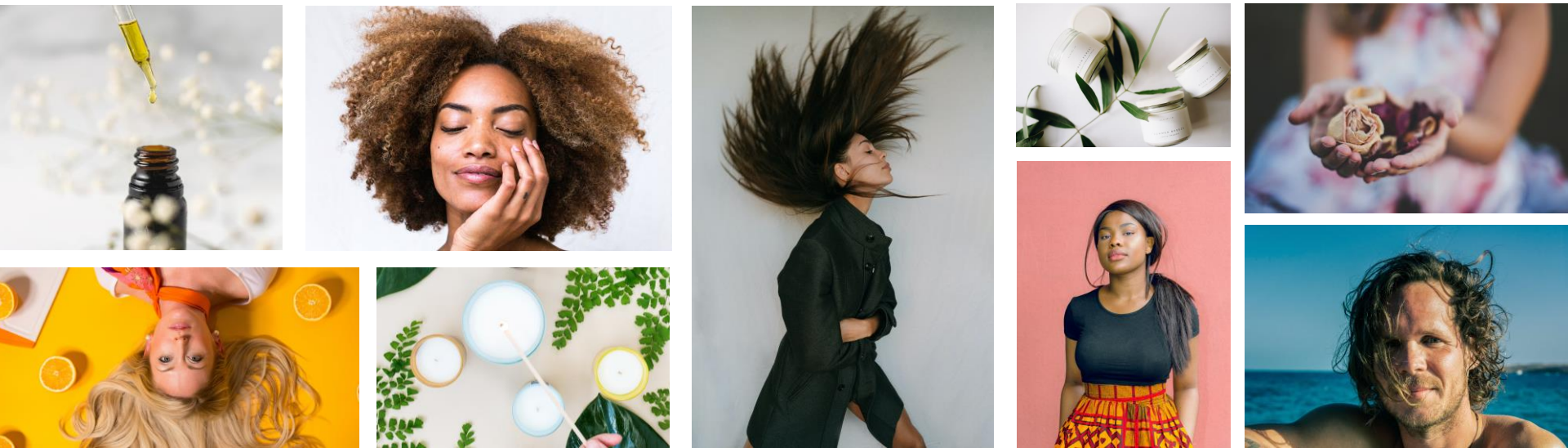
Pomegranate Noir Cologne
Jo Malone

Lost Cherry Eau de Parfum
Tom Ford





PRODUCT TRENDS



AIR CARE TRENDS

MARKET TRENDS

- More than 3,000 new products air care products have been introduced into the European market this year
- Home fragrance market has tripled since the beginning of Covid-19
- There is a strong focus on wellbeing, self-care
- Functional fragrance is on the rise
- Rising adoption of room sprays and air care products
- Increased demand for scented candles & reed diffusers.
- Botanical/herbal and ethical/sustainable are key selling points
- Scented candles remain very popular

FRAGRANCE TRENDS

- In balance with nature
- Fresh and clean
- Cleaning and sanitising
- Sleep and wellbeing



AIR CARE TRENDS

POPULAR FRAGRANCE PRODUCTS

- Jo Malone Silk Blossom Reed Diffuser
- Rituals Fragrance Sticks
- The White Company Fireside Diffuser
- Neom perfect night's sleep reed diffuser
- This Works - Deep Sleep/ Deep Calm
- The Nue Co's anti-stress home scent

SCENT DIRECTIONS

- Wellbeing and experiences
- Self care



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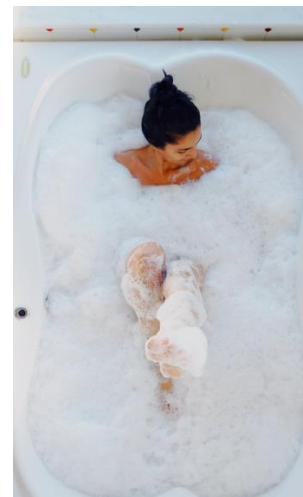
PERSONAL CARE TRENDS

MARKET TRENDS

- Male grooming
- Age-defying
- Greater variety of baby and children's skincare products
- Ingredient transparency (Halal and biosynthetic ingredients)
- Sustainability
- High-end body soap bars
- Inclusive beauty
- Hypoallergenic
- Online skin and hair evaluation
- Spa at home

FRAGRANCE TRENDS

- Functional fragrances
- Feel good
- Gender-neutral



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PERSONAL CARE TRENDS

TRENDING PERSONAL CARE PRODUCTS

- Imperial leather – seasonal & exotic lines
- Palmolive Naturals
- Lime bar soap
- Body bars and Soaps
- Hypoallergenic products

SCENT DIRECTIONS

- Tropical
- Relaxation



Inhale,
exhale, rest
& relax.

SUPER RICH SHEA BUTTER
Soap Bar
Lavender 100g

nuddy™

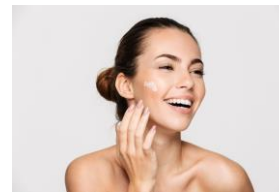
SKINCARE TRENDS

MARKET TRENDS

- People are spending 6.2 per cent more per beauty item, wishing to buy fewer, but better products
- Clean and light products
- Green and non-chemically harsh
- Product personalisation (online evaluation of skin types)
- Multipurpose products are growing in popularity
- Greater focus on scrubs, exfoliants, serums and oils
- Self-care is still a big theme

FRAGRANCE DIRECTIONS

- De-Stress
- Energy Boost



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SKINCARE TRENDS

TRENDING PERSONAL CARE PRODUCTS

- LilyAna Naturals Retinol Cream Moisturizer
- Garnier Micellar Cleansing Water For Combination Skin
- L'Oréal Paris Hyaluronic Acid for Normal To Combination Skin
- Garnier Intensive 7 Days Shea Butter & Probiotic Extract Body Lotion
- Aveeno Daily Moisturising Lotion

SCENT DIRECTIONS

- Oats
- Aloe Vera
- Shea Butter
- Rose



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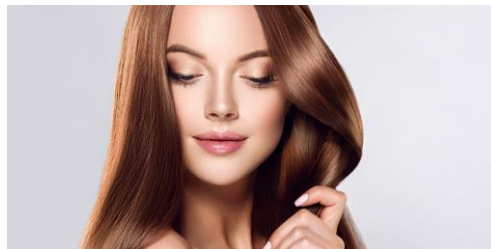
HAIRCARE TRENDS

MARKET TRENDS

- At home colour
- Curl care and lasting shine
- Healthy hair
- Hair loss prevention

FRAGRANCE DIRECTIONS

- Exotic fragrances
- Benefit-led



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HAIRCARE TRENDS

TRENDING PERSONAL CARE PRODUCTS

- Herbal Essences – Argan Oil and grapefruit
- Garnier Super Food Range
- Groom Hair bars
- Oribe Priming and Smoothing
- Philip Kingsley Colour Enhancing

FRAGRANCE DIRECTIONS

- Benefit-led
- Functional Fragrance



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HOME CLEANING TRENDS

MARKET TRENDS

- Household products combined with aromatherapy fragrances designed to help consumers approach homecare as an extension of self-care.
- Fabric care and home cleaners specially targeted at younger demographics to capture a fresh and young approach to homecare
- New eco-friendly cleaning methods such as Tru Earth Eco-washing Strips
- Liquid-less washing detergent and tabletised cleaning products
- Aspirational lifestyles linked to pride in the home, such as Mrs Hinch

FRAGRANCE DIRECTIONS

- Aspirational
- Long-lasting and lingering fragrances




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HOME CLEANING TRENDS

TRENDING PERSONAL CARE PRODUCTS

- Astonish Antibacterial Handwash Citrus Grove
- EcoCover Washing up liquid
- Antibacterial Surface Cleanser Pomegranate & Raspberry
- Stardrops 4-in-1 Pine Scented Disinfectant Spray
- Fabulosa

FRAGRANCE TRENDS

- Lime
- Citrus Grove
- Aloe Vera
- Pomegranate & Raspberry
- Pine



2022 FRAGRANCE TRENDS

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

hello@carvansons.co.uk | www.carvansons.co.uk



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