
2024 / 25

FRAGRANCE TRENDS



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inspired by

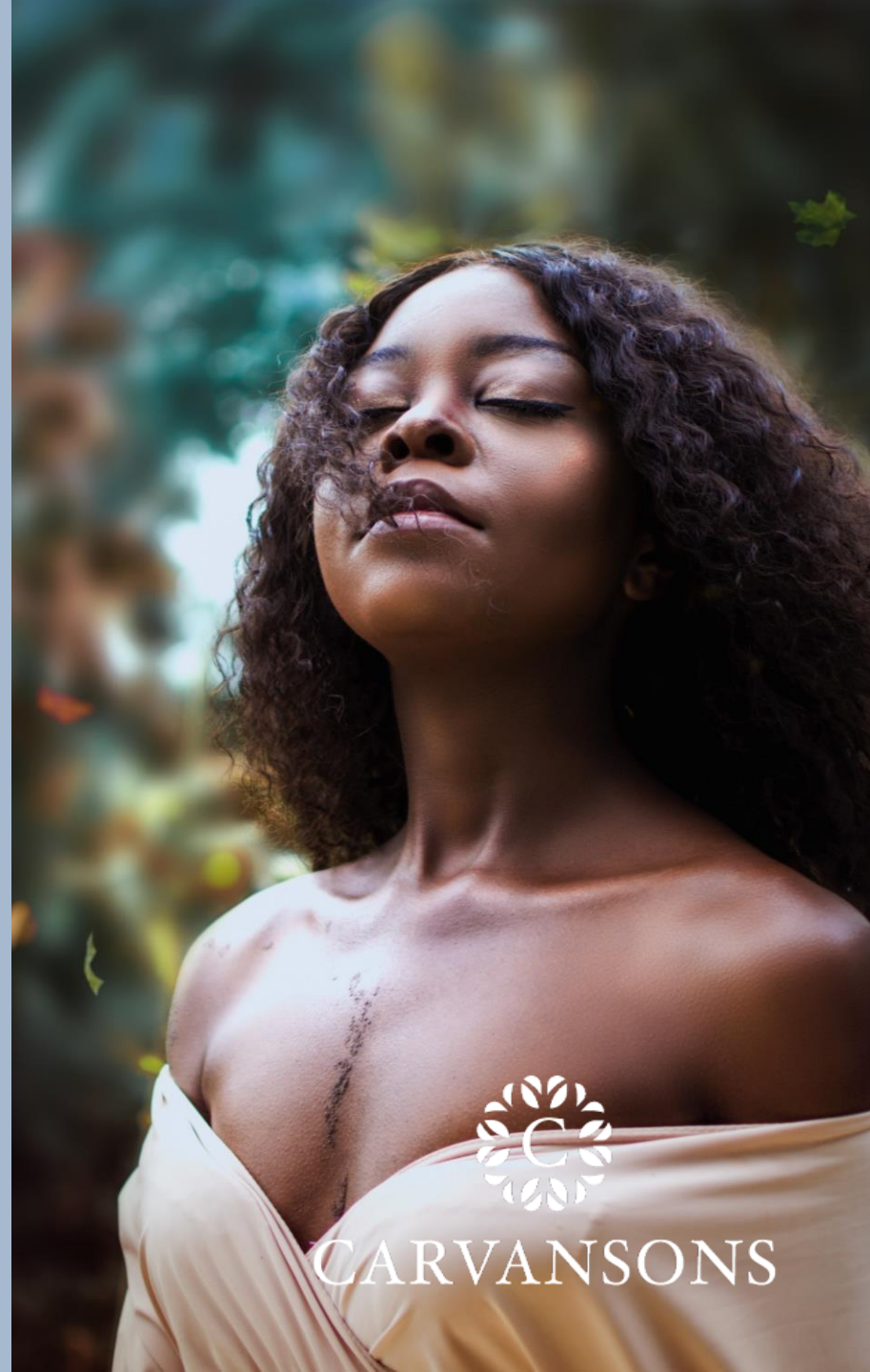
WELCOME TO THE CARVANSONS 2024/25 TREND PRESENTATION

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 new 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. This experience and knowledge helps us to advise our customers on the fragrances that help support and advance their brands and products.



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inspired by

More and more perfume makers will start designing scents that bring us personal joy. We will seek out fragrances that not only complement our unique personalities but also bring us immense pleasure.

As an example, we can observe the rising popularity of ambrette seed as a perfume ingredient among perfumers. This nature-inspired musk, derived from the hibiscus plant, creates an intimate and subtly powerful aroma that lingers close to the skin.

Please note: The perfumes and products mentioned within this ebook are purely examples of indicative 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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COLOUR TRENDS

This year is an eclectic mix of vivid
brights with rich nature-based
tones that stretch the imagination

Fondant Pink

Apricot Crush

Bistro Green

Radiant Red

Elemental Blue

Nutshell

Inspired by

Colour trends for 2024

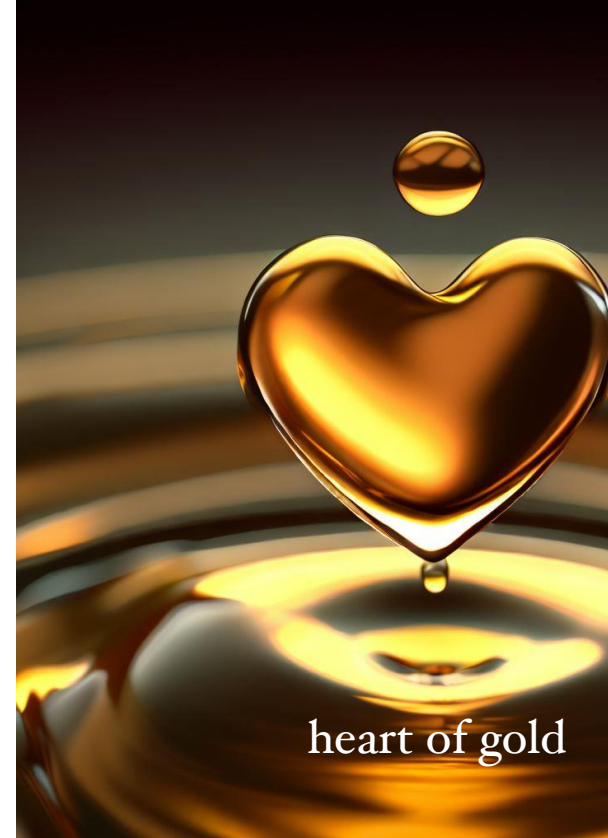




mixed emotions



great endeavours



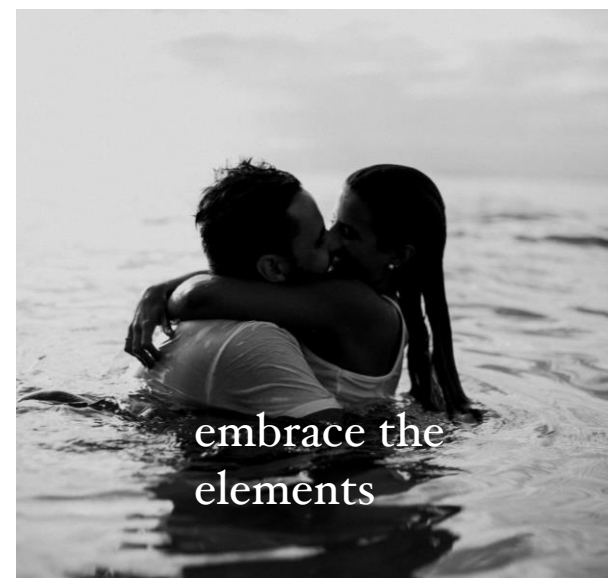
heart of gold



natural
healing



modern
love



embrace the
elements



mixed emotions



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mixed emotions

People are looking for
strong and emotional
responses to perfumery
and products.

Since covid, the desire
for scent to tell stories
has never been stronger.

People were filmed crying
when they smelled Phlur
Missing Person earlier this
year

inspired by
emotional reactions to perfumery

mixed emotions



Disney's InsideOut 2 arrives on screens in 2024. Understanding our emotions and experiencing all of our emotions is a key theme throughout this movie.

People are looking for emotional journeys and experiences from their perfumes

mixed emotions



Mixed Emotions
Byredo



Wildly Me
Florence by Mills



Georgette
Vyrao

A low-angle photograph of a woman with blonde hair looking upwards towards a bright sunset sky. The image is split vertically: the left half is a dark, semi-transparent overlay containing text, and the right half shows the woman's face and neck against the warm, golden light of the setting sun.

mixed emotions

Fragrance
& Directions

Violet
Bergamot
Iris
Rose
Ambrette Seeds

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heart of gold



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A close-up portrait of a woman with dark skin, looking directly at the camera. She has dramatic eye makeup with white and black eyeliner. She is wearing large, textured gold hoop earrings. Her hand is visible near her hair on the left side of the frame.

heart of gold

Despite not being the rarest metal in the world Gold has always triggered ideas of luxury and decadence

Despite not having a scent of its own, gold has been linked to other perfumery materials due to its rarity and value.

Saffron, Oud and Amber have all been highlighted as having this opulent characteristic within perfumery.

inspired by
gold-inspired scents and fashion

heart of gold



This gold rush is not just around
perfumery but is also a fashion aesthetic,
homewares and personal care.





Oudgasm Vanilla Oud
Kayali



Gold+
Commodity



L'Or De J'Adore
Dior



heart of gold

Fragrance

Directions

Amber
Sandalwood
Oud
Saffron
Musk
Rose Centifolia
Jasmine

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natural healing



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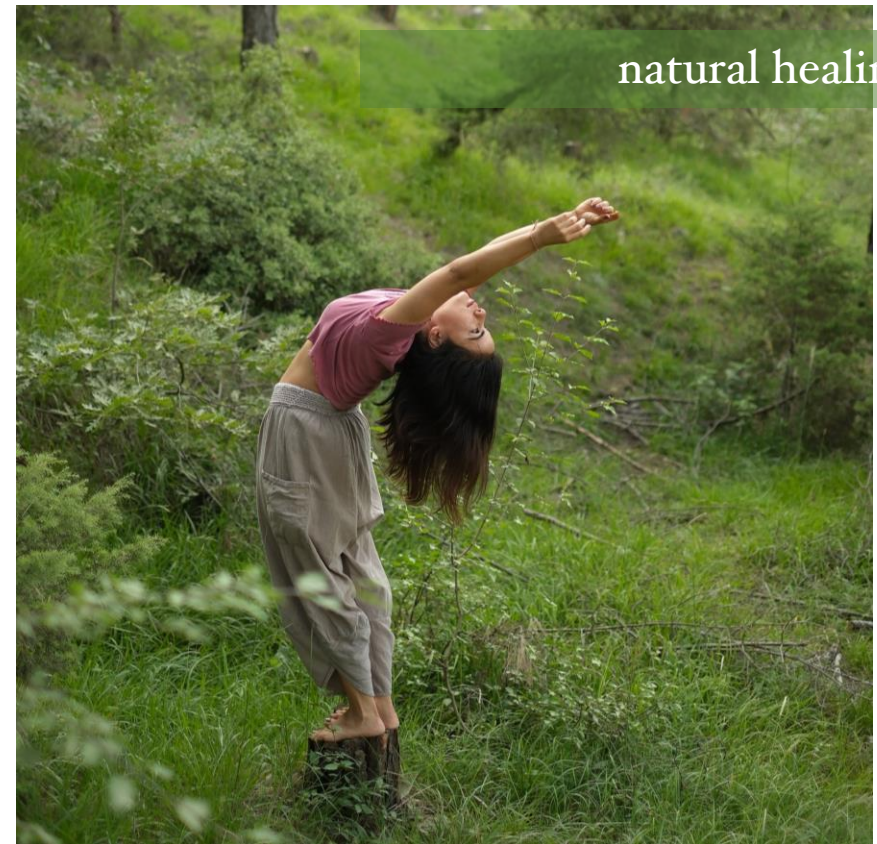
natural healing

Connecting with nature
and ourselves through
things like Forest Bathing
and Gong Baths have
become popular

Aromatherapy is being more
and more researched, and its
benefits are being tested and
backed up by science.

In 2024, eco-conscious
sustainable and nature-
inspired fragrances are
bringing us closer to nature.

inspired by
wellbeing and connecting
to nature



natural healing

89% of people believe that fragrance
can enhance your wellbeing



The Japanese practice of Forest bathing is
a process of relaxation; known as *shinrin
yoku*. It centres around the simple method of
being calm and quiet amongst the trees,
observing nature around you and breathing
deeply to boost health and wellbeing

natural healing



Gorse
Laboratory Perfumes



Sacred Mist
Cosmoss



Wander
Miller and Harris

natural healing

Fragrance

Directions

Nettle
Oakmoss
Tonka
Vetiver
Patchouli
Rain

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A young man with a beard and a young woman are taking a selfie in a yellow shopping cart. The man is holding a smartphone and the woman is sitting in the cart, smiling. They are both wearing pink jackets. The background is a plain, light-colored wall.

modern love



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A young man and woman are featured in a stylized, neon-lit urban environment. The man, on the left, is crouching and wearing a camouflage jacket and dark pants. The woman, on the right, is also crouching, wearing a pink raincoat, a white bucket hat, and black Converse sneakers. The background is dark with vibrant neon lights in shades of blue, pink, and orange, creating a modern, edgy atmosphere. The overall aesthetic is contemporary and fashion-forward.

modern love

Being the first generation born with social media, knowledge accessibility is a key factor driving Gen Z's understanding of their social and cultural identities.

This generation thinks of fragrance as a key factor for shaping their identity and general wellbeing

Gourmand notes and fragrances are fast becoming some of Gen Z's favourite facets.

inspired by
Gen Z



Gen Z consumers are increasingly looking for sustainable products made of recycled materials, carbon-neutral or cruelty-free.



Brands like The Ordinary, Bubble Skincare and E.l.f. have become Gen-Z favourites due to transparent, affordable pricing and authentic community-building.



Playboy has released 10 new fragrances built around the Gen Z vibe complete with shower gels and deodorants.



Nearly 40% of Gen-Z consumers prefer gender-neutral beauty products.

modern love



Love Potion
Penhaligon's

Pear Inc
Juliette has a Gun

Love Fest Burning Cherry
Kayali

CARVANSONS



modern love

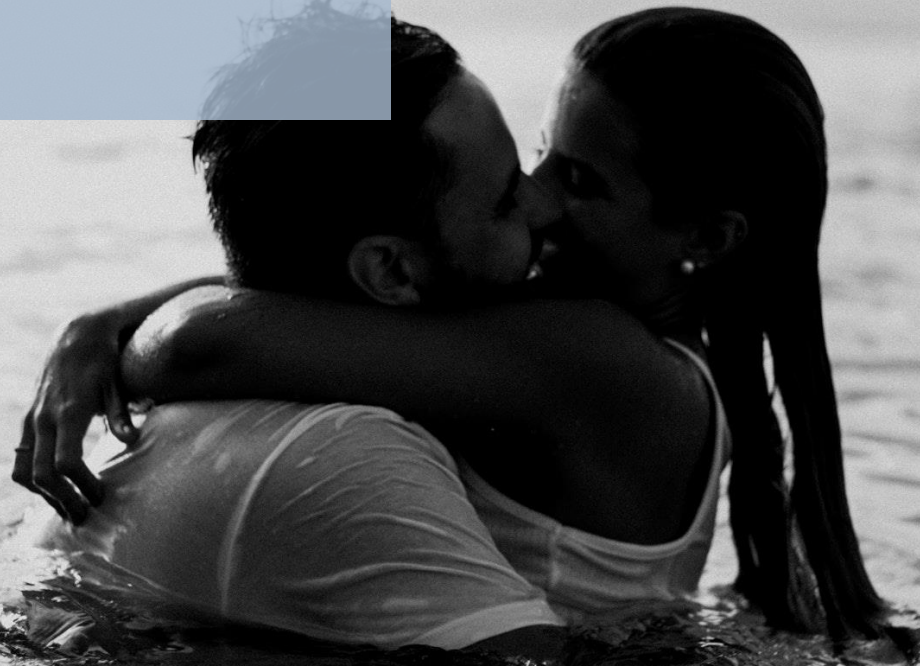
Fragrance

Directions

Sugar
Vanilla
Cherry
Pineapple
Peach
Toffee

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embrace the
elements



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embrace the elements

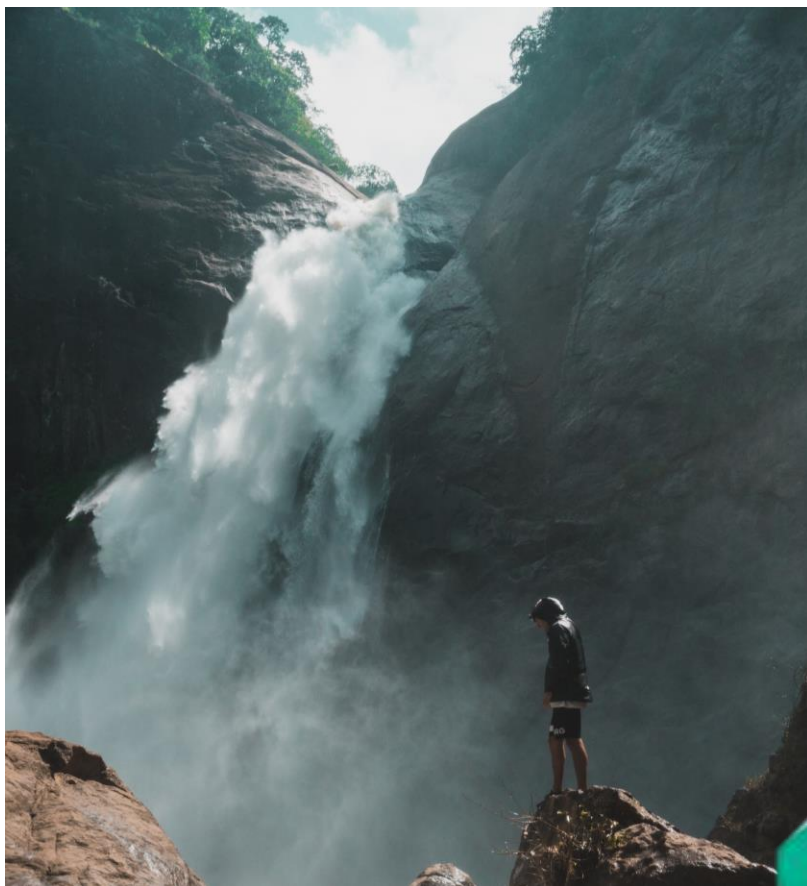
Aquatic perfumes are on the rise this year, drawing inspiration from fresh oceanic scents.

Coupled with the natural blue colour trends and our connection to the elements aquatic fragrances are set to be big this year.

These fragrances are up 33% to last year in market adoption with high engagement rates online.

inspired by
blue colour trends and aquatic scents

embrace the elements



Various brands are trying to bottle that cleansing energy in all forms, whether it's water from an ocean or rainfall from a monsoon. Wanting to smell 'wet' is big right now; the sweet spot between a 'skin scent' and a water scent.

Highly versatile, aquatic scents are some of the most highly sought-after scents right now, especially when you consider the trickle-down to cleaning and personal care products.



embrace the elements



Aqua di Gioia
Giorgio Armani



Aqua Media Cologne
Maison Francis Kurkdjian



Seahorse
Zoologist

embrace the elements

Fragrance

Directions

Mint
Cedarwood
Sage
Sea Kelp
Seaweed
Fennel
Green Tea

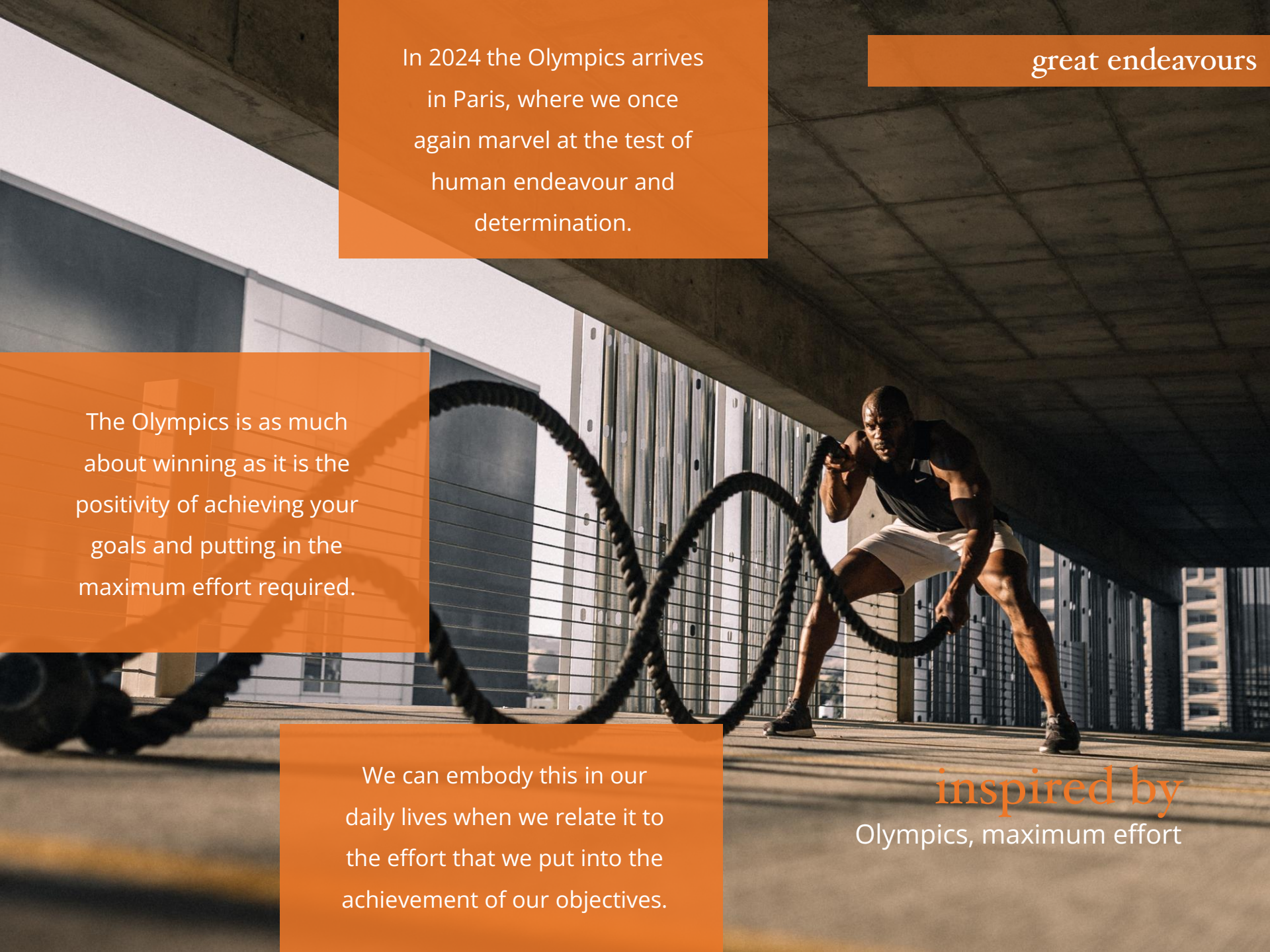
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great
endeavours



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In 2024 the Olympics arrives
in Paris, where we once
again marvel at the test of
human endeavour and
determination.

great endeavours

The Olympics is as much
about winning as it is the
positivity of achieving your
goals and putting in the
maximum effort required.

We can embody this in our
daily lives when we relate it to
the effort that we put into the
achievement of our objectives.

inspired by
Olympics, maximum effort

great endeavours



There are many perfumes and products associated with achievement, success and endeavour.

These uplifting brightening scents give us a sense of optimism and energy





Invictus Victory Intense
Paco Rabanne

Y Eau de Parfum Intense
Yves Saint Laurent

Olympea Legend
Paco Rabanne



great endeavours

Fragrance

Directions

Tonka
Mandarin
Peppercorn
Bergamot
Cashmere
Amber
Salt

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CONSUMER BUYING TRENDS



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Market Research

THE DIGITAL JOURNEY | The importance of community will continue to grow as people look to reconnect with like-minded individuals. The idea of community self-care will be on the rise.

EVIDENCED EFFICACY | Consumers continue to look for convenience and proof that their money is being well spent by using platforms such as TikTok



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Market Research

IDENTITY | It's critical to ensure that consumers feel seen and spoken to. Identity, representation and body positivity are crucial for the younger demographics.

HOLISTIC WELLBEING | Uplifting self-care regimes will include holistic approaches to well-being including sexual wellness, hormones and wellness for every life stage.



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Market Research

BRAND LOYALTY | Gen-Z is more loyal than many brands think. Even as they desire to try new products, nearly 60% are willing to keep buying from their favourite brands, according to McKinsey's 2023 global consumer survey.

SUSTAINABILITY | The cosmetics industry is looking for greener ingredients as consumers demand more sustainable products.



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ABOUT CARVANSONS

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 samples allow you to test and experience a wide variety of scents to ensure you find the perfect aroma for your product.



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2024 / 25 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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