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2024 / 2025

# FRAGRANCE TRENDS

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# inspired by

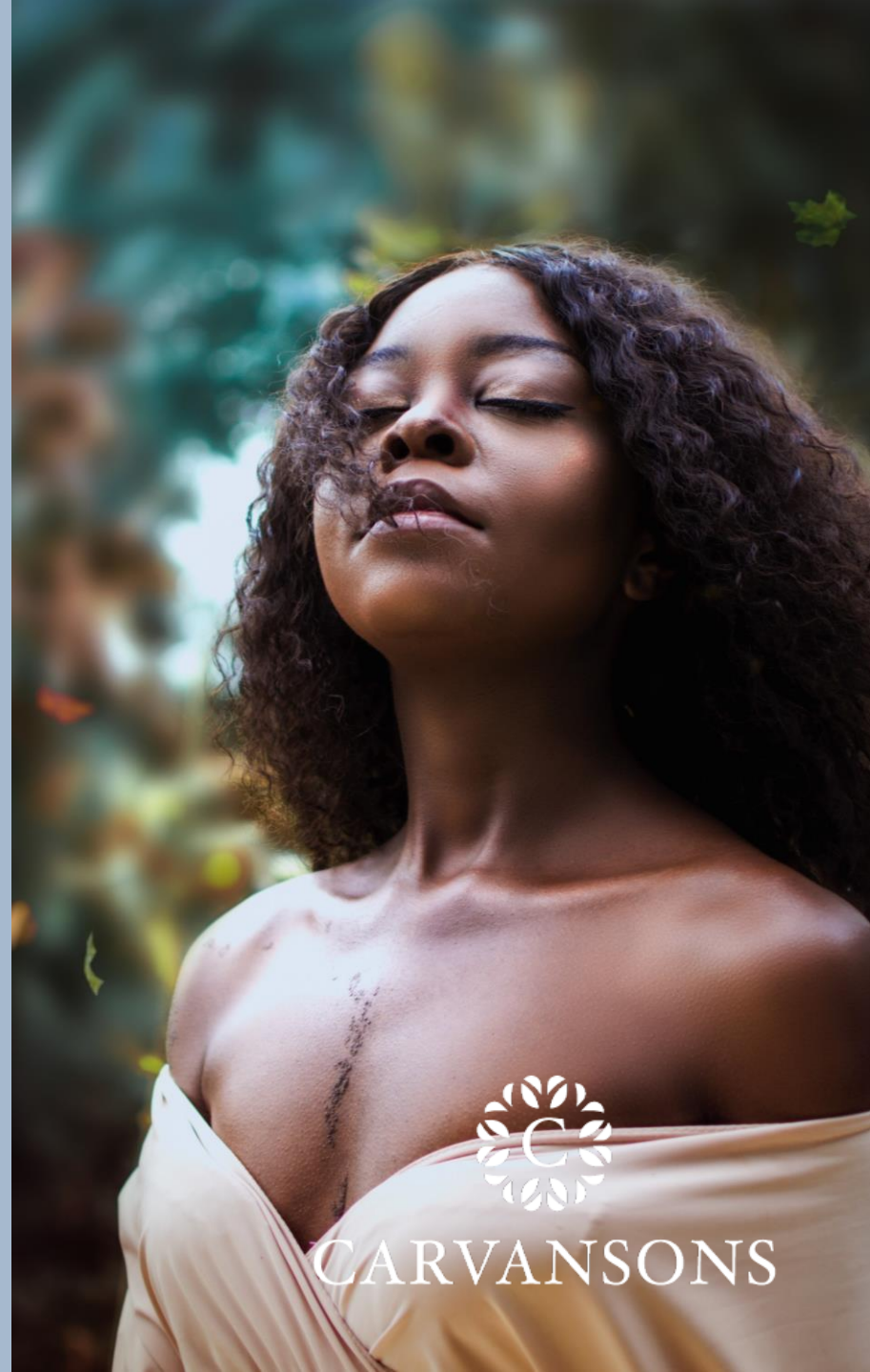
## WELCOME TO THE CARVANSONS 2024/25 TREND PRESENTATION

### 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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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 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



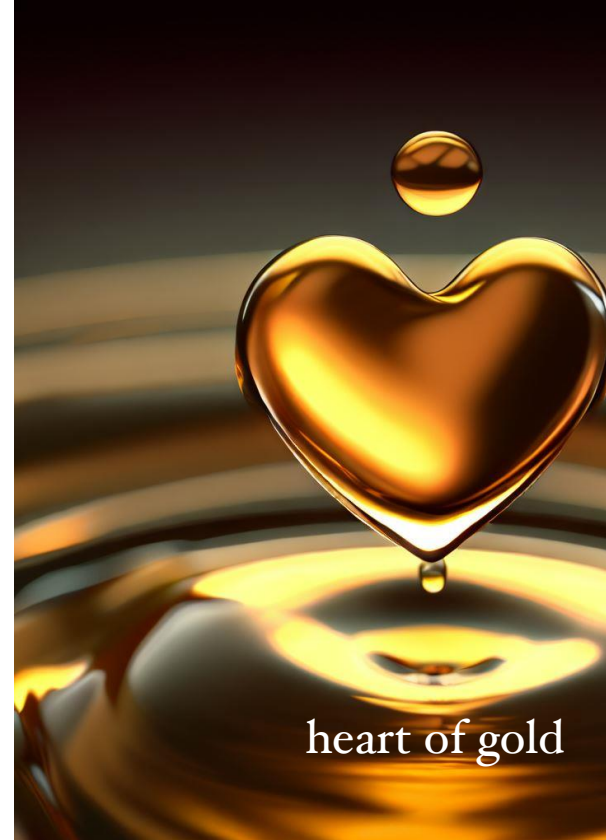




mixed emotions



great endeavours



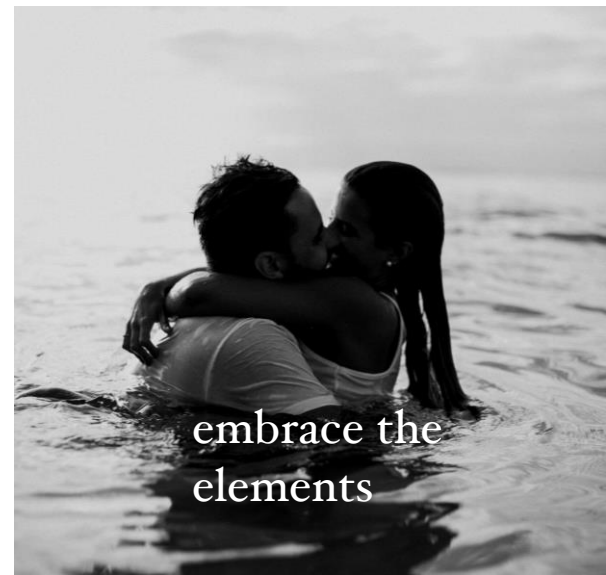
heart of gold



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

## Perfumes Linked to this Trend

Mixed Emotions  
Byredo

Wildly Me  
Florence by Mills

Georgette  
Vyrao



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 winged eyeliner and dark mascara. She is wearing large, textured gold hoop earrings. Her hand is visible near her hair on the left side. The background is a neutral, light gray.

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.





Perfumes Linked to this Trend

Oudgasm Vanilla Oud  
Kayali

Gold+  
Commodity

L'Or De J'Adore  
Dior



heart of gold

# *Fragrance*

*Directions*

Amber  
Sandalwood  
Oud  
Saffron  
Musk  
Rose Centifolia  
Incense

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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

## Perfumes Linked to this Trend

Gorse  
Laboratory Perfumes

Sacred Mist  
Cosmoss

Wander  
Miller and Harris



natural healing

# Fragrance

*Directions*

Nettle  
Oakmoss  
Tonka  
Vetiver  
Patchouli

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modern love



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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.

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



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

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



## Perfumes Linked to this Trend

Love Potion  
Penhaligons

Pear Inc  
Juliette has a Gun

Love Fest Burning Cherry  
Kayali



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.

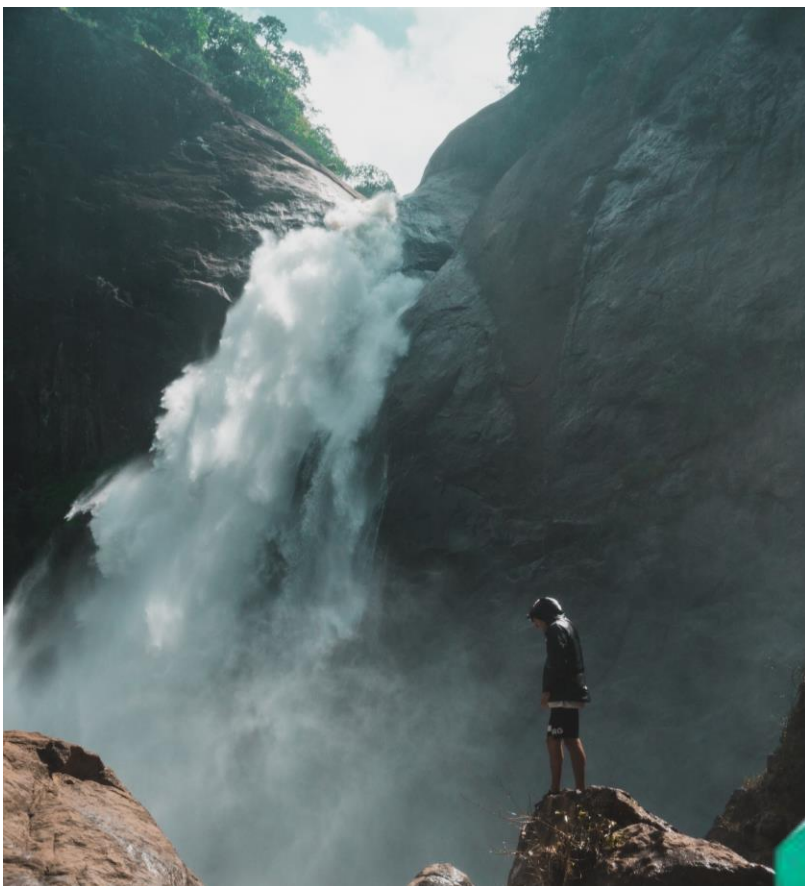
Coupled with the natural blue colour trends and our connection to the elements aquatic fragrances are set to be big this year.

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

## Perfumes Inspired by this Trend

Aqua di Gioia  
Giorgio Armani

Aqua Media Cologne  
Maison Francis Kurkdjian

Seahorse  
Zoologist



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# Fragrance

*Directions*

Mint  
Cedarwood  
Sage  
Sea Kelp  
Seaweed  
Fennel  
Green Tea



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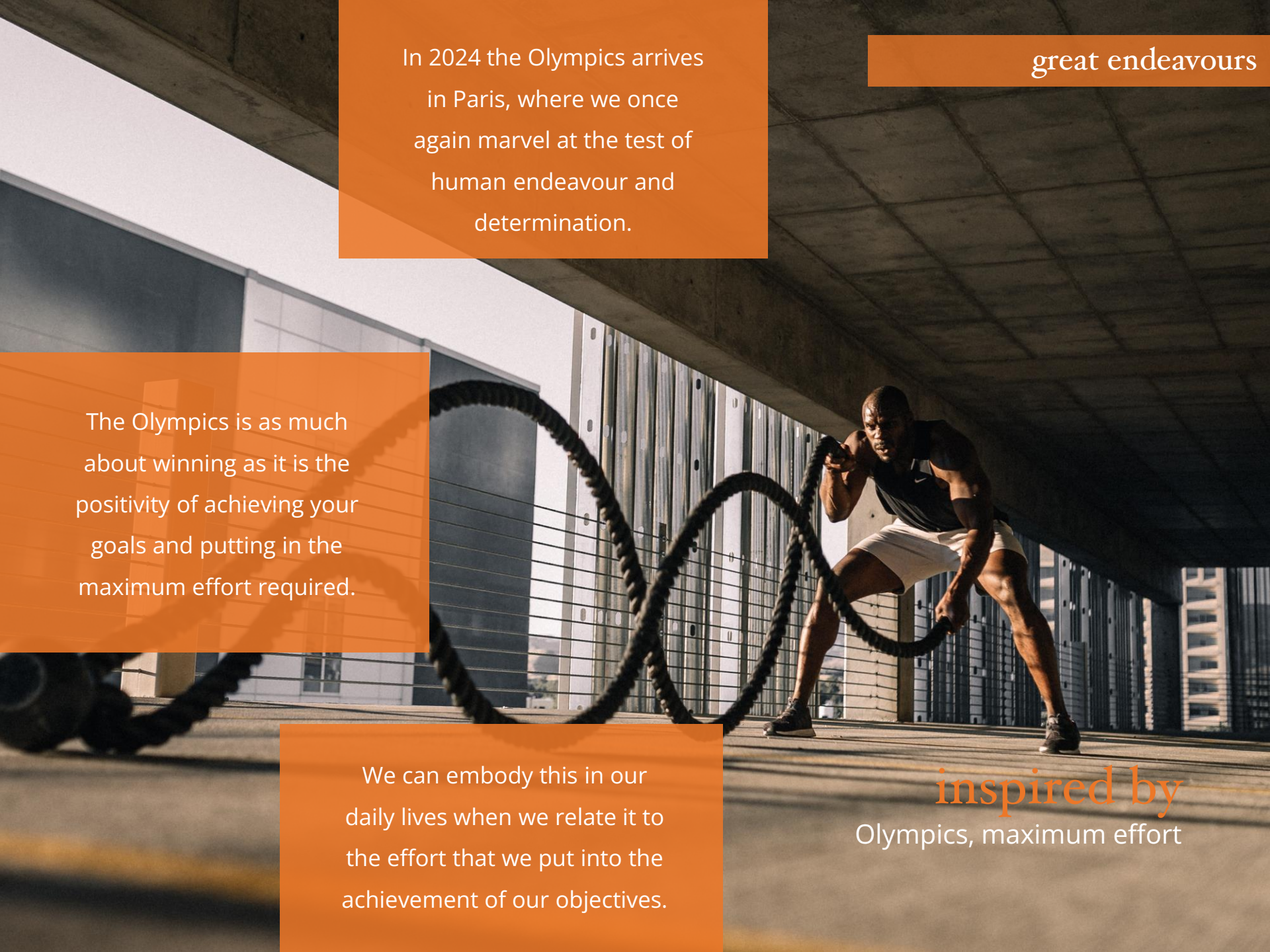


great  
endeavours



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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



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

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







## Perfumes Linked to this Trend

Invictus Victory Intense  
Paco Rabanne

Y Eau de Parfum Intense  
Yves Saint Laurent

Olympea Legend  
Paco Rabanne



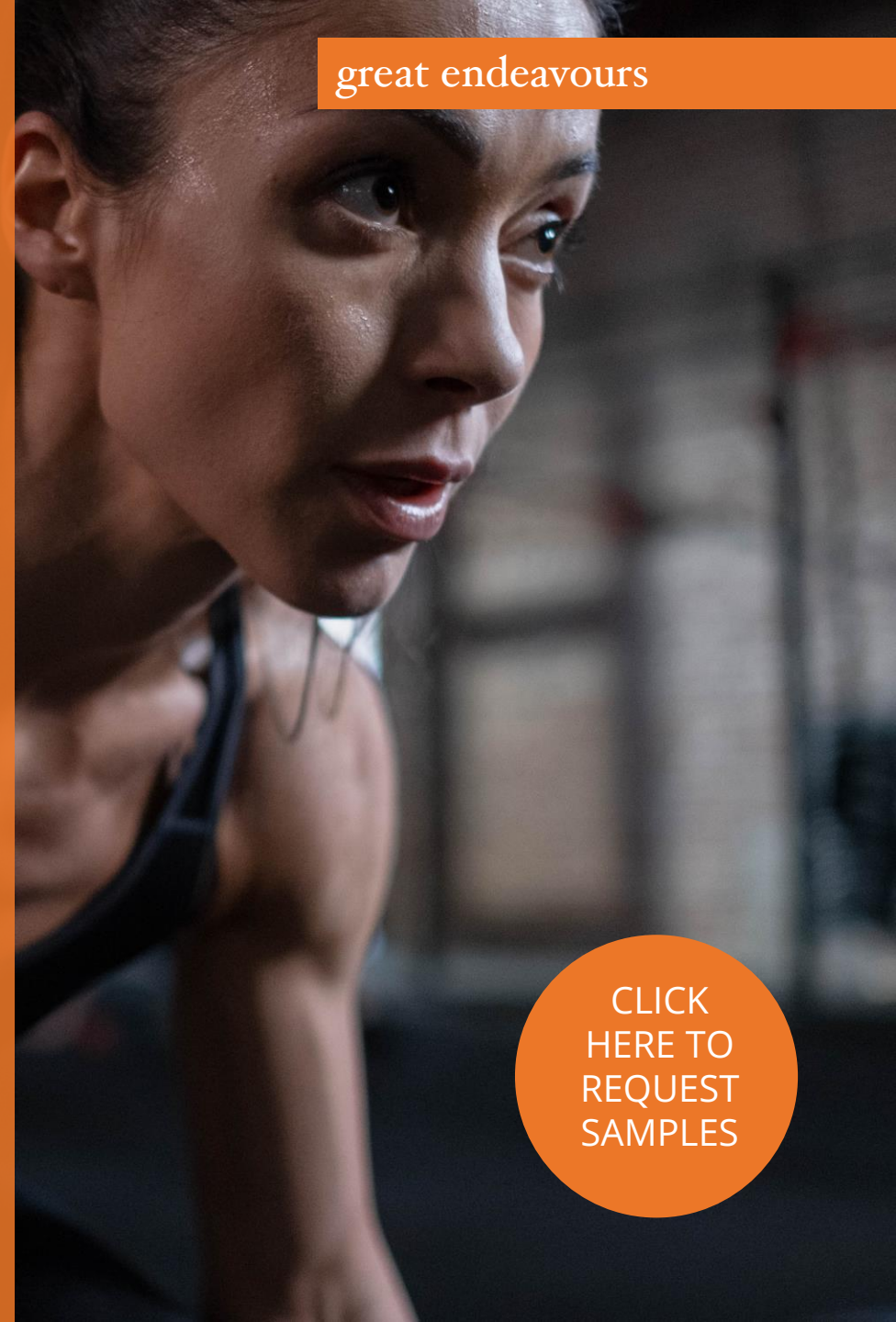
great endeavours

# Fragrance

## *Directions*

Tonka  
Mandarin  
Incense  
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

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

[hello@carvansons.co.uk](mailto:hello@carvansons.co.uk) | [www.carvansons.co.uk](http://www.carvansons.co.uk)



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