

Fragrance

Autumn Winter
2024 /2025

Trends



CARVANSONS

What's *New*?

Try our recent
scent creations.

In sight

Get the latest
market and
consumer
research

6 HOT NEW
FRAGRANCE
TRENDS



inspired by

WELCOME TO THE CARVANSONS AUTUMN WINTER 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 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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A darker take on botanicals and wellness

TREND 2. MISTED MOMENTS

The continued popularity of low-cost and captivating body mists

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Bright and zesty scents are brightening up our fragrances

TREND 4 . NEON FLORALS

A modern and energetic interpretation of floral fragrances

TREND 5. MORE GOURMAND

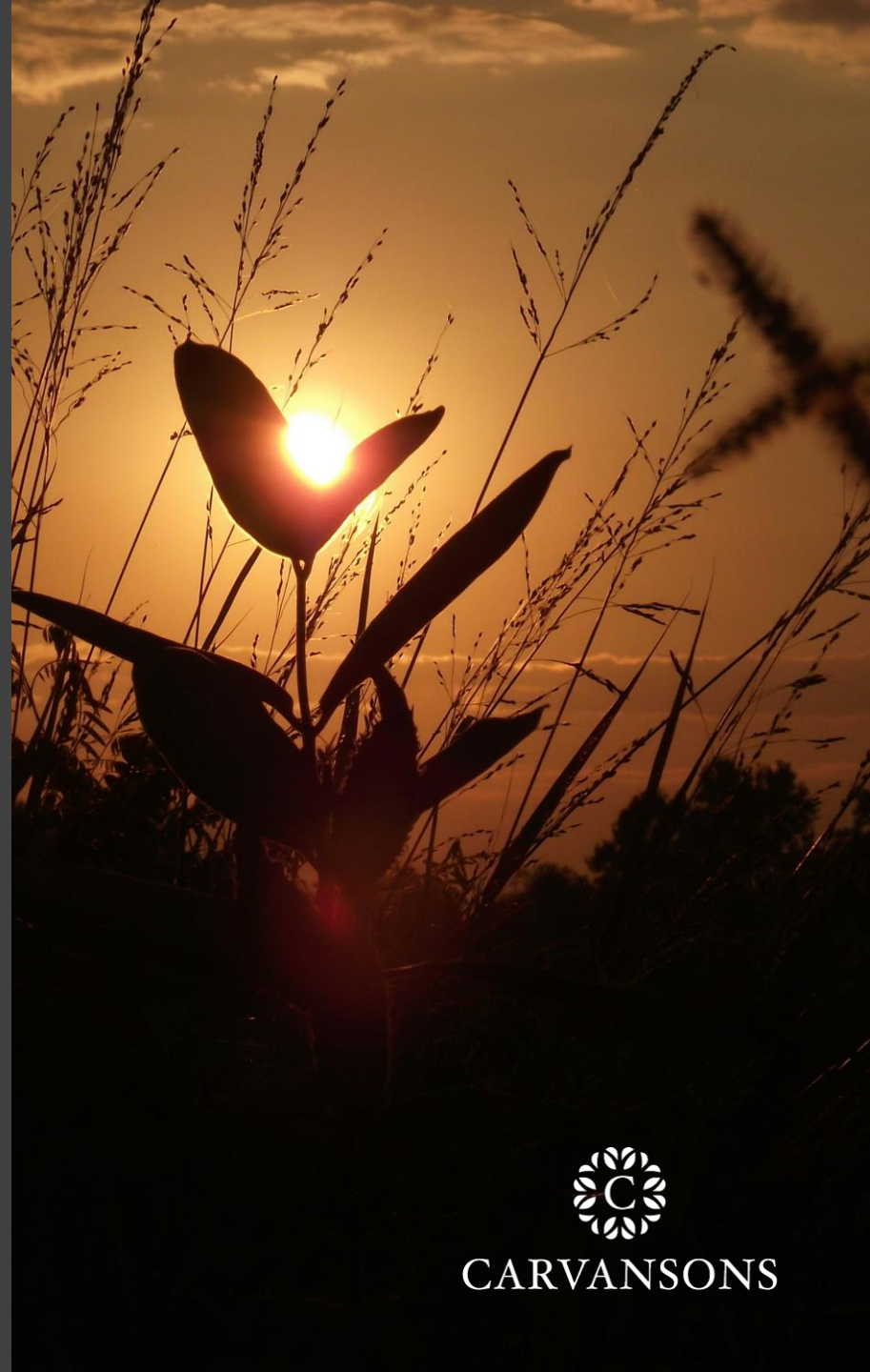
Honey and Tonka drive the continued growth of gourmands

TREND 6. FIRE AND ICE

Taking inspiration from the land of fire and ice, Iceland, we take a look at scents that have both smoky and aquatic notes.

MARKET RESEARCH

REQUEST SAMPLES



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nighttime in
the forest



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inspired by...

nighttime in the forest

A darker take on botanicals and wellness-inspired scents supported by olive and fig fashion trends.

Outdoor eco-spas and wellness retreats in the forest are all the rage as we try and get away from our stressful lives.

With this trend, we are once again trying to get closer to nature and the calming nature of the forest.

This trend is also inspired by the olive-green fashion colour trend.



Heritage tweeds and herringbones with plaids and Aran and herringbones with images of an English country weekend.



LAURA THOMAS CO.
FOREST
Hand & body lotion - 300ml
Laura Thomas, is a natural ha
culated to capture the essen
ve Scottish forest. Fresh
s & peat will transport you
roma of fresh cedar and a
d vegan friendly, it leaves y
gly clean and carefully p



Olive green, dark red, black leather and a lot of fluff at LFW FW24



nighttime in the forest

Inspired by:

Wild Meadow Eau De Parfum - Bamford

Coach For Men Green - Coach

Enchanted Forest - The Vagabond Prince



nighttime in the forest

Fragrance

Directions

Fig
Olive
Berries
Incense
Dark Woods
Patchouli
Fir trees
Spices



misted
moments



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inspired by...

The consumer buying trend in youthful and low-cost body mists.

The resurgence of body mists can be attributed to a strong sense of nostalgia in the fragrance and beauty industry.

Brands have revamped popular formats from the 90's and 2000's creating more sophisticated versions.

Buyers are trading down to cheaper alternatives, from eau de parfum to body spray and from branded scents to cheaper non-branded alternatives.

misted moments



Whilst customers are happy to trade down to body mists they are still looking for high-quality long long-lasting scents that enthrall and beguile them."

★
Pillow mists continue to grow in popularity.

IN BRAZIL, TO BE **cheirosa** MEANS TO SMELL INCREDIBLY DELICIOUS





misted moments

Inspired by:

Cheirosa 59 Perfume - Sol de Janeiro

Bare Vanilla - Victoria Secret

Coconut Cove Hair and Body Mist - Skylar

misted moments

Fragrance

Directions

Vanilla
Champagne
Grapefruit
Lemon
Rum
Brown Sugar
Praline



sharp
citrus



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inspired by...

sharp citrus

Spicy and Sweet Citrus Fragrance Trends

If there is one fragrance family that endures season after season, it's citrus.

This season citrus will become more complex with candied, spicy and darker notes.

The next generation of citrus fragrances will comprise of lemon, mandarin orange, and lime and ginger.





"Sharp Lemon,
mandarin orange, and
fresh-cut lime mixed
with white florals offer
with a twist of ginger."





sharp citrus

Inspired by:

Olfactive O - Citrus

Twilly d'Hermès Eau Ginger Hermès

Yellow Hibiscus Cologne – Jo Malone

sharp citrus

Fragrance

Directions

Spiced Mandarin
Ginger
Spiced Orange
Tangerine
Pomegranate
Pink Pepper



A woman with long, wavy blonde hair is shown in profile, looking down. She is wearing a shimmering, neon-colored dress with a deep V-neckline and a full, flowing skirt. The dress is illuminated with bright blue and orange lights, creating a glowing effect. She is standing in a field of large, vibrant orange and pink flowers, possibly lotuses, under a dark sky. The overall atmosphere is ethereal and futuristic.

neon
florals



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A woman with dark hair is shown from the chest up, wearing a white, high-collared dress. The dress is adorned with large, vibrant floral accents in shades of pink, orange, and purple. The background is a soft-focus bokeh of blue and orange lights, creating a dreamy, ethereal atmosphere. The overall aesthetic is modern and artistic, with a focus on dramatic floral elements.

inspired by...

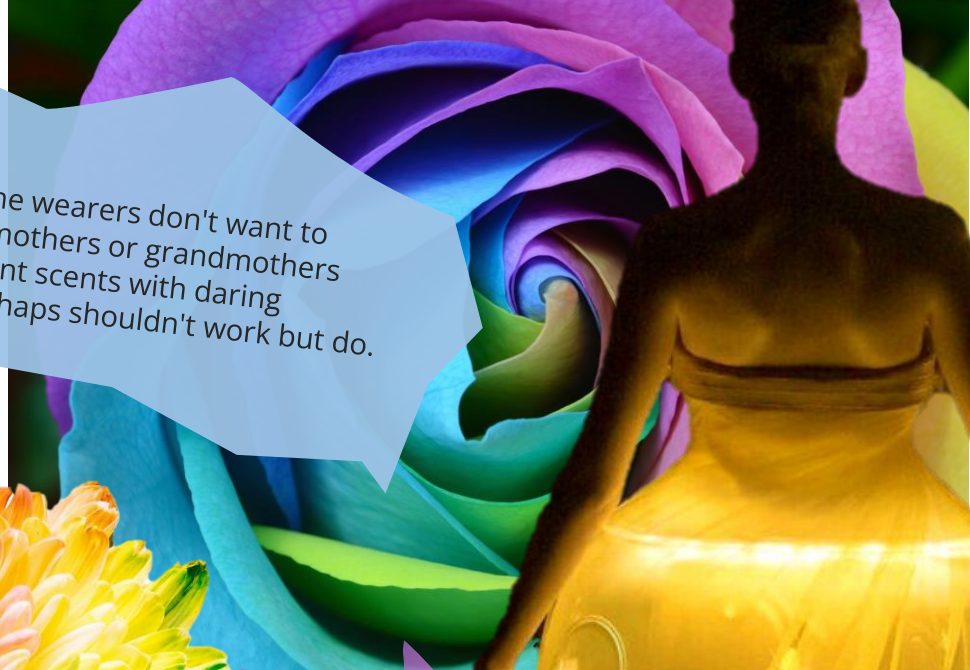
neon florals

modern and unexpected florals

So Barbie-core was a thing. The move on from this is the trend in dramatic and unexpected florals. Roses, Magnolia and Iris have come back in a big way lately.

This floral trend is a contemporary update on classic floral notes, giving them edginess and intensity.

Younger perfume wearers don't want to smell like their mothers or grandmothers. Instead, they want scents with daring accords that perhaps shouldn't work but do.



neon florals

Hello
Georgians

Inspired by:

Chloe - Lumineuse

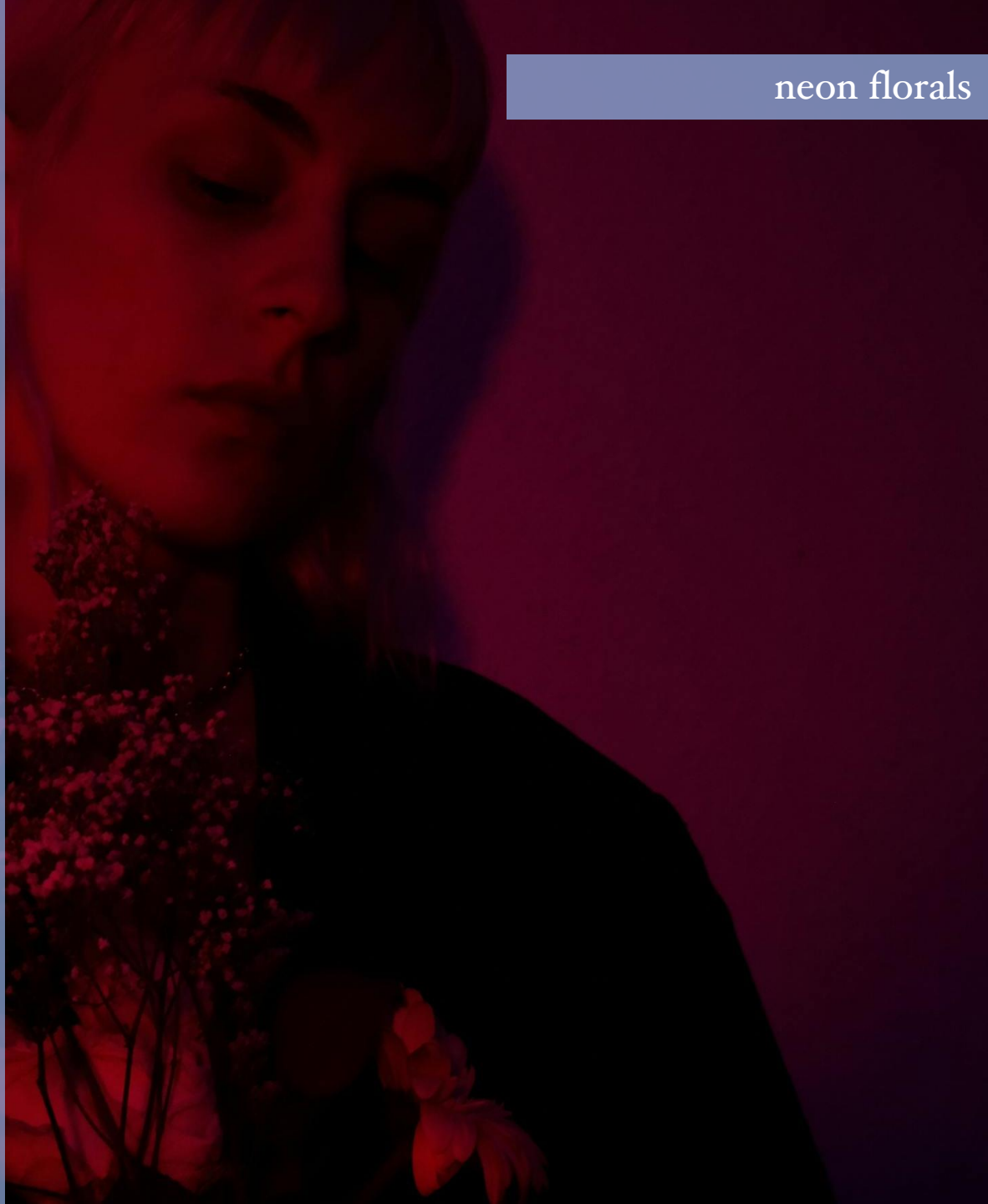
Dries van Noten - Neon Garden

D.S. & DURGA - Steamed Rainbow

Fragrance

A Directions

Rose
Rum
Violet
Saffron
Fuchsia
Winter Orchid
Poppy





the
gourmandise



CARVANSONS

inspired by...

the gourmandise

Glamorous and Pleasure-inducing Gourmand Fragrances

The word "gourmand" comes from "gourmandise," a French term referring to the indulgence and pleasure we get from eating certain foods.

The food-related fragrances are linked to the pleasure hormone, dopamine.

And, for this reason, fragrances such as these give us a sense of comfort and happiness.





Gourmand perfumes are mouth-watering scents with addictive notes that smell edible. Think vanilla, caramel, cotton candy, chocolate, almonds coffee and honey.



the gourmandise

Inspired by:

Beyoncé's Cé Noir

Vanilla Sex - Tom Ford

Khamrah - Lattafa Perfumes

Fragrance

Directions

Tonka
Honey
Amber
Vanilla
Black Pepper
Cocoa



fire & ice



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inspired by...

fire & ice

Icy- fresh fragrances with a dark, smouldering sophistication.

Aquatic and marine fragrances continue to make an impact on fragrance trends.

But this season we have taken an alternate view of aquatic scents and consider the juxtaposition of where fire meets ice.

Taking our inspiration from Iceland (the land of fire and ice), these fragrances have both marine and icy qualities but also aromatic, smoky and burnt notes.





Icelanders are very attuned with the natural world; So much so that the Icelandic language has over 100 words for snow.

Inspired by:

Penguin Extrait de Parfum - Zoologist

Burning Ice - Iceberg

Solstis - Fragrance Du Bois



Fragrance

Directions

Sea Water
Camphor
Mint
Amber
Ginger
Patchouli
Birch Tar
Vetiver
Peru Balsam





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 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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REQUEST SAMPLES OF THE FRAGRANCE TRENDS



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AUTUMN WINTER 2024 / 2025

FRAGRANCE TRENDS

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

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