

2025
2026

Fragrance Trends

The Annual Fragrance Trend Guide



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WELCOME TO THE CARVANSONS 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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...warming solar sun-drenched scents

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MARKET RESEARCH

REQUEST SAMPLES

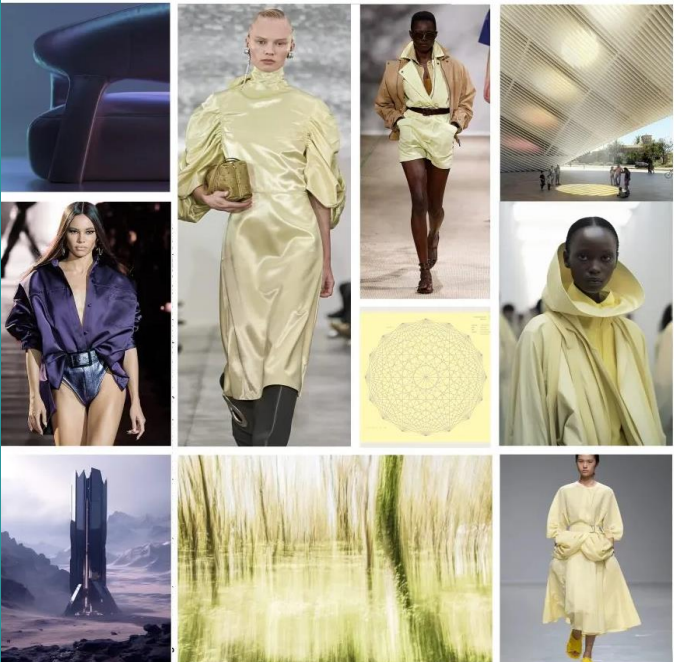


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colour trends



- Transformative Teal
- Jelly Mint
- Celestial Yellow
- Amber Haze
- Blue Aura
- Electric Fuchsia





solar
power



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inspired by...

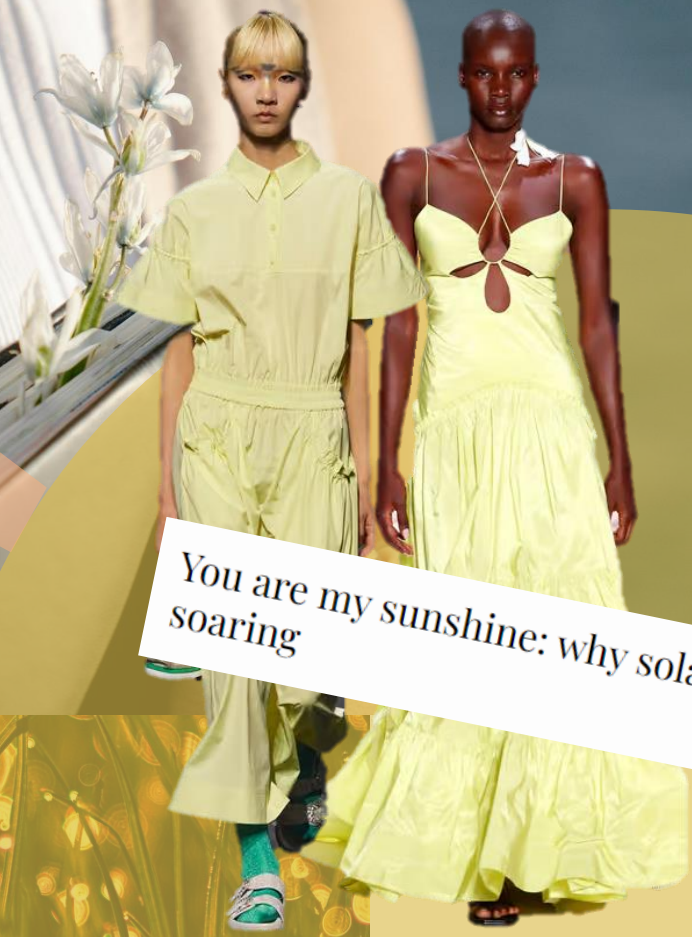
...glowing, sun-drenched solar scents

solar power

The term solar refers to scents that evoke the warmth and sensuality of sun-kissed skin.

Solar scents are multi-layered: mellowed by breezy blossoms, dappled with creamy florals or touched with a tingle of sheer spices and warm woods.

solar power



You are my sunshine: why solar scents are soaring

"A solar perfume is a loose term that refers to fragrance with a 'sunshine' feel to it."



Inspired by:

Solar Power Eau De Parfum - Phlur

Aqua Allegoria Forte Bosca Vanilla - Guerlain

Estée Lauder Bronze Goddess

fragrance directions

Ylang
Orange blossom
Amber
Mimosa
Tiare
Vanilla
Citrus



spiritual
retreat



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inspired by...
...tropical spa retreats

spiritual retreat

Mood-enhancing and wellbeing scents are always popular but this year we are returning to tropical climates to inspire and lift our spirits.

This trend fits closely with the colour of the year for 2025/26 Transformative Teal which is said to have cooling and regenerative qualities.

Customers are looking for transformative and immersive experiences which capture exoticism and escapism.



These fragrances pair aquatic notes with citrus fruits and botanical facets to transport us calming and tropical destinations

Inspired by:

Rituals of Dao - Rituals

You Or Someone Like You - Etat Libre d'Orange

Tam Dao - Diptyque

spiritual retreat

fragrance directions

Mandarin
Rosewood
Cypress
Lotus flower
Patchouli
Neroli
Hinoki
Eucalyptus



the land of milk
and honey



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A top-down photograph of a hand holding a large orange flower. The hand is positioned over a background of white milk with several other flowers scattered around. The lighting is soft and natural, highlighting the textures of the skin, the petals, and the milk. The overall mood is clean, fresh, and elegant.

inspired by...

... sweet, creamy, lactonic scents

the land of milk and honey

Milky, lactonic textures continue to add a touch of creamy comfort to the fragrance landscape, evoking a sense of indulgence and warmth.

Milky notes can be created through sandalwood and musks to create a "second-skin" sensation. Like your favourite cashmere, milky fragrances are sophisticated, sumptuous, and soft.

the land of milk and honey



These scents have the same effect as wearing a soft cosy security blanket—milky scents are the olfactive equivalent



the land of milk and honey

Inspired by:

Milk - Commodity

Olfactive O - Skin

Bee - Ellis Brooklyn



the land of milk and honey

fragrance directions

Vanilla
Milk
Almond
Tonka
Sandalwood
Musk
Honey
Sugar
Praline

dark
magic



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inspired by...

... deep and smoky oud

dark magic



Oud will once again be taking centre stage in this dramatic trend.

New and alternate takes on the traditional Oud's will emerge. These scents will be less animalic and instead focus more heavily on the smoky leathery woody nuances.

Resinous and balsamic scents paired with dark fruits and botanicals will add new aspects to this incredibly popular category.

dark magic

"Oud has become so popular in perfumery around the world now, that we are looking for unusual and interesting alternate takes on this Arabic favourite."



Oud is one of the top growing fragrance trends in the US, with 173.9% year-on-year growth.





Inspired by:

Oudgasm Smoky Oud - Kayali

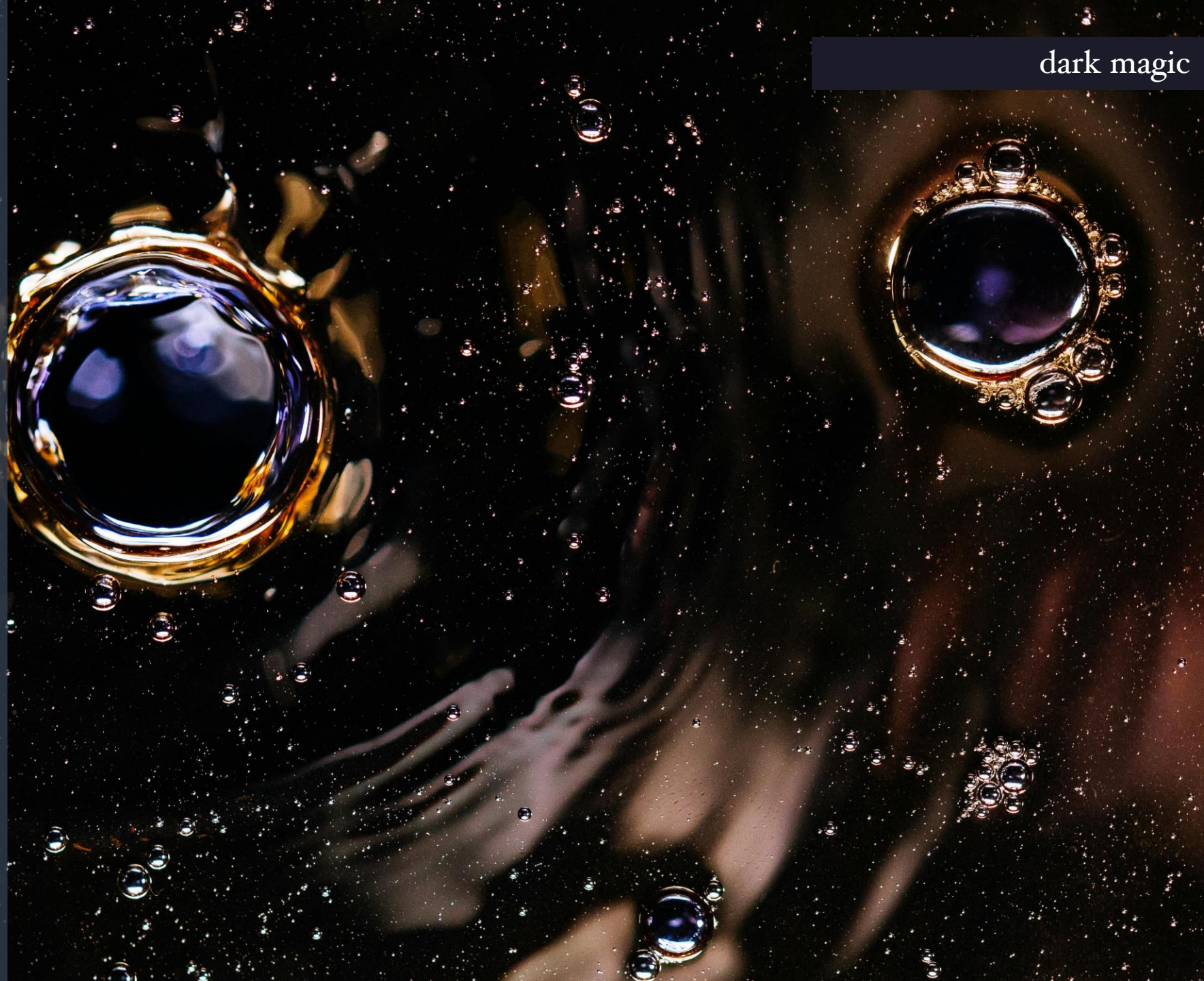
Oud Maracuja – Maison Crivelli

Tobacco Mandarin - Byredo

dark magic

fragrance directions

Myrrh
Rum
Rose
Resin
Tobacco
Oakmoss
Oud
Leather



salt of the
earth



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inspired by...

...savoury, salty and airy fragrances

salt of the earth

So by now it's become very clear that gourmand fragrance absolutely took over last year.

With pistachio, tonka and baking notes taking over last year, there are still more gourmand scents yet to be explored.

Salt has always been perceived to be poor relative to its cousin sugar, but we are seeing more and more fragrances looking to create that briny and fresh scent.

Savoury, airy and salty notes are twisted with marine and solar notes to create fresh gourmand notes.



salt of the earth

Inspired by:

Wood Sage & Sea Salt - Jo Malone London

Oud Minérale Eau De Parfum – Tom Ford

Pacific Rock Moss - Goldfield & Banks



salt of the earth

fragrance directions

Salt
Black Pepper
Sapphire
Sea Water
Camphor
Mint
Tonka
Seaweed



unleash the niche



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inspired by...

... unique and long-lasting scents

unleash the niche

The fragrance term “Beast-Mode” has been around for a while now and has been fuelled by the desire for impactful fragrances that have a longevity of scent.

Consumers now want fragrances that linger but also leave a unique and differentiated impression, instead of recognisable scents that have now become mundane.

This trend is all about experimenting with unique note combinations.

unleash the niche

Niche perfume brands, once relegated to the shadows of their mainstream counterparts, are now experiencing a surge in demand.

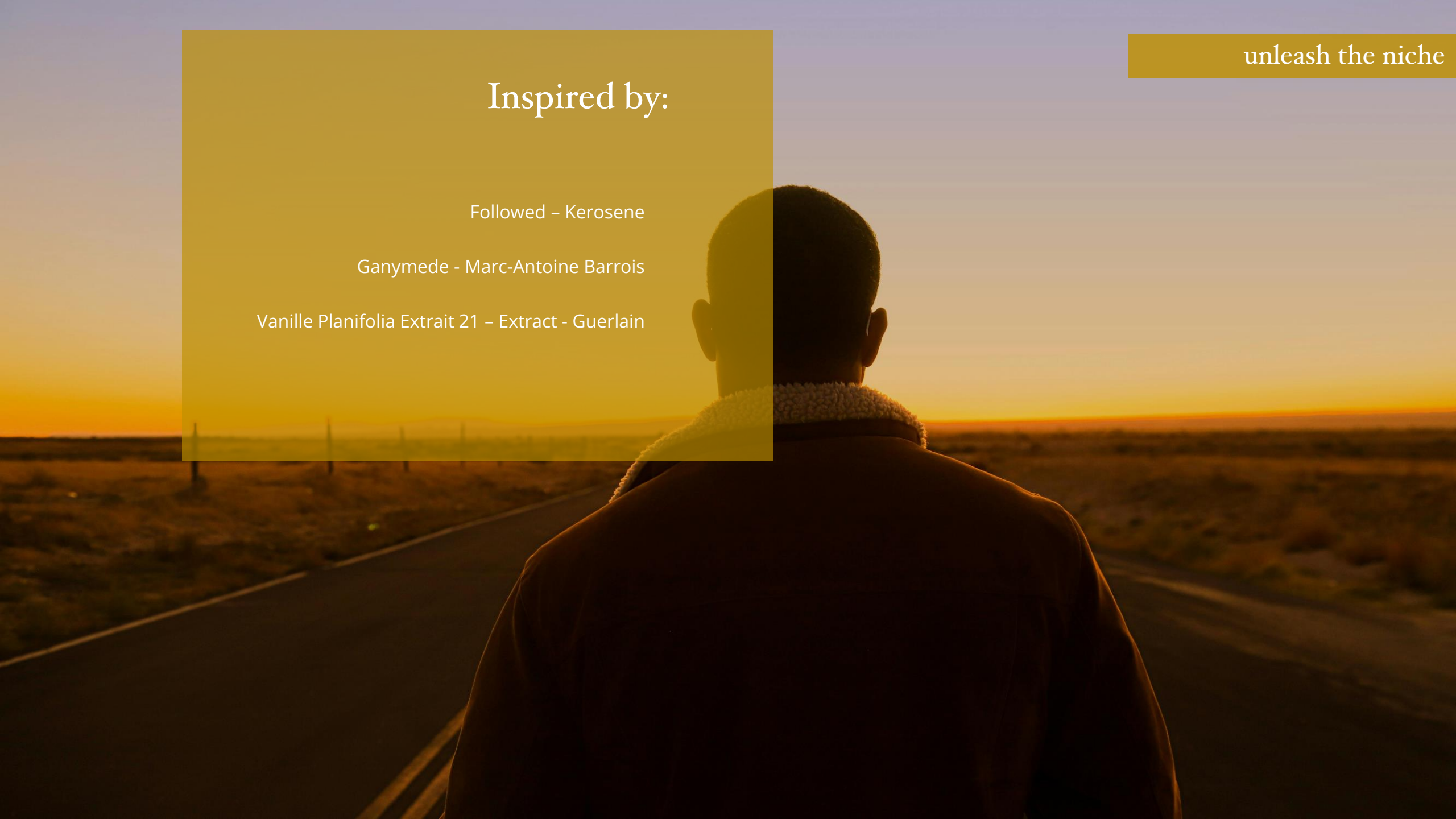


Inspired by:

Followed – Kerosene

Ganymede - Marc-Antoine Barrois

Vanille Planifolia Extrait 21 – Extract - Guerlain



unleash the niche

fragrance directions

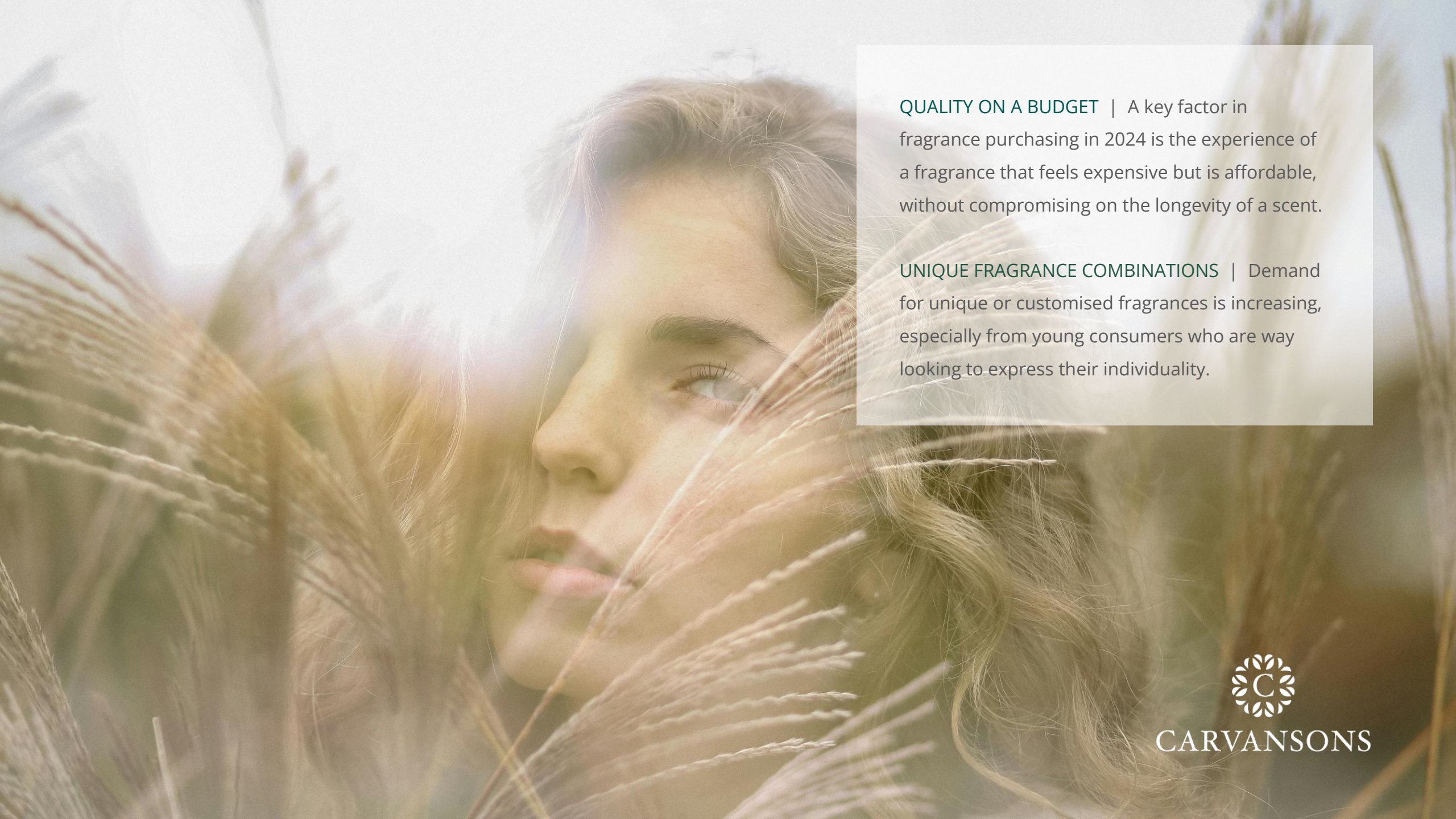
Amber
Ginger
Oud
Cinnamon
Exotic fruits
Vetiver
Cocoa
Peru Balsam



Market Research



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QUALITY ON A BUDGET | A key factor in fragrance purchasing in 2024 is the experience of a fragrance that feels expensive but is affordable, without compromising on the longevity of a scent.

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



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A lush forest scene with a waterfall and sunlight filtering through the trees. The waterfall is in the foreground, cascading over dark rocks. The background is a dense forest with sunlight streaming through the canopy, creating a misty atmosphere. The water is clear and reflects the surrounding greenery.

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 | brands in the scent industry will increasingly focus on the promise of long-lasting results encouraging customers to experiment with new formats, for example, body sprays.

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



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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 Your Samples



Request samples
linked to the trends

[CLICK HERE](#)



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

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