

2025  
2026

# Fragrance Trends

Autumn / Winter 2025 /2026



CARVANSONS



## WELCOME TO THE CARVANSONS AUTUMN WINTER 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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# CONTENTS

TREND 1. TOASTED MARSHMALLOW  
... sweetness overload, sugar rush

TREND 2. ALWAYS TIME FOR TEA  
... matcha, lapsang souchong and herbs

TREND 3. SMOKED HONEY TOBACCO  
... a juxtaposition of sweet and smoky

TREND 4 . COSY CLUB  
... spice and nuttiness combine for cosy comfort

TREND 5. DARK FRUITS  
... deep dark and fruity

TREND 6. WINTER SUN  
... florals and fruits that aren't just for summer

REQUEST SAMPLES



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# toasted marshmallow



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# inspired by...

... sweetness overdose, sugar rush

toasted marshmallow

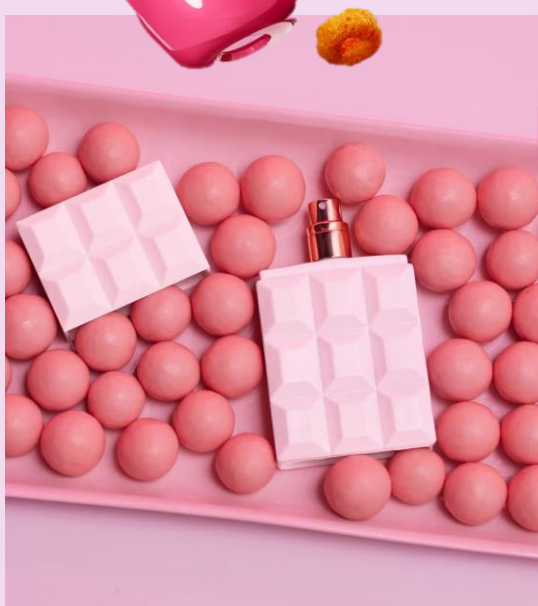
Gourmands and Vanilla aren't going anywhere. If anything, we are about to see an overdose of sugary sweet gourmands. This trend comes straight off the back of some high profile sweet gourmand launches which we think will go big later this year.

As people attempt to cut sugar from their diets, we are looking for alternative ways to satisfy our sweet tooth. So in this trend, we have well and truly embraced the sugar rush with caramellic, burnt sugar and softer marshmallow notes.





toasted marshmallow





The background of the image features three unicorn cakes. Each cake is topped with a swirl of pink frosting, a rainbow-colored marshmallow, and a generous sprinkling of colorful confetti. The cakes are arranged in a row, with the middle one slightly in front of the others.

toasted marshmallow

inspired by...

Boujee Marshmallow | Kayali

Ari | Ariana Grande

Oriana | Parfums de Marly



toasted marshmallow

# fragrance directions

Vanilla  
Marshmallow  
Caramel  
Brown Sugar  
Buttercream





A high-angle, close-up photograph of a tea set. A white ceramic teapot with a textured, leaf-like pattern and a bamboo handle sits on a round wooden tray. Next to it is a brown ceramic cup filled with tea. To the left, a small white pot holds a succulent plant. The background is a dark, rustic wooden surface.

always time  
for tea



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# inspired by...

... matcha, lapsang souchong and herbs

always time for tea

This trend captures the sparkling aroma of a home refreshed with notes of lemon zest, mint, and clean linen.

Playful, fruity and quirky, these bright fresh scents appeal particularly to Gen Z consumers.

These scents are also being twisted further with the use of more unusual citrus scents such as Yuzu, Pomelo, Mandarin, Lemongrass and Bergamot.

AND THIS IS HOW IT IS  
we go home  
d we shut our doors  
n't sleep with them open  
a world sees in

brush into place  
Glad to show the world

My girlfriend

I don't buy much anymore  
I used to walk in circles  
Around department stores  
And the curved edges of  
Bar stools  
Searching  
- it's all seemed to dissolve  
more filling hunger  
aches  
black cotton dress  
been sitting in the pantry  
Preparing for someday  
circles



always time for tea



"Pantone Colours for Autumn Winter 2025 take a functional yet creative yet approach with a strong foundational base upon which to layer playful accent tones that adds drama to the simplicity. These colours indulge the senses and embrace the "elevated every day."



always time for tea

inspired by...

Thé Matcha 26 | Le Labo

O, Unknown! | Imaginary Authors

Matcha Meditation | Maison Martin Margiela





always time for tea

# fragrance directions

Bergamot  
Mint  
Matcha  
Lapsang Souchong  
Woods





smoked honey  
tobacco




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# inspired by...

... a juxtaposition of sweet and smoky

smoked honey tobacco



Amber scents have all but taken over in the last few years but waiting in the wings is the unusual combination of sweet and smoky.

The trend for sweet and smoky is a rising one. The blending the warmth of sweet honey with the rich, earthy notes of tobacco offers a beautifully complex scent profile that is both comforting and bold, evoking a sense of sophistication and rustic charm.





smoked honey tobacco

TOBACCO HONEY  
GUERLAIN  
PARIS





smoked honey tobacco

inspired by...

Tobacco Honey | Guerlain

Herod | Parfum de Marly

Sangre Dulce Eau De Parfum | Strangers Parfumerie





smoked honey tobacco

# fragrance directions

Honey  
Tobacco  
Tonka  
Frankincense  
Incense  
Cinnamon  
Peru Balsam



dark fruits



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# inspired by...

...deep, dark and fruity

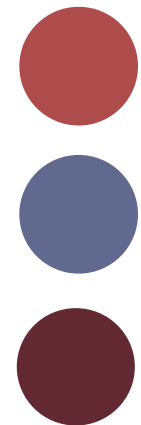
dark fruits



The essence of early morning walks and the freshness of greenery are bottled in this trend. Notes of vetiver, moss and cedar bring the outdoors in, creating a grounding experience that transcends seasons.

These fragrances are universal and are perfect for those seeking to deepen their connection with nature.





dark fruits



### WSGN Colour of the Year: Future Dusk

Future Dusk is a dark, moody and intriguing hue, sitting between blue and purple. It has a sense of mystery and escapism, and feeds into themes of transition – whether it be moving from dark to light, or dusk to dawn – making it perfect for a period of immense change. It manages to feel simultaneously familiar and futuristic.





dark fruits

inspired by...

Whipped Cherry Eau de Parfum | Clean Reserve

Gucci Guilty Absolute | Pour Femme Gucci

Cherry Oud | Guerlain



# fragrance directions

Black Cherry  
Fig  
Davana  
Blackberries  
Cassis





cosy club



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# inspired by...

... cosy comfort spice and nuts

cosy club

The cosy spices fragrance trend in 2025 revolves around gourmand and warm scents like vanilla, caramel and almond, often enhanced by exotic spices like saffron and cardamom.

These warm comforting accords are filled with nostalgia. Think soft, spiced warmth from nutmeg, cashmere or a salted caramel drizzle

This trend evokes the comforting aroma of sugary and spicy seasonal treats, without being overly sweet or overpowering.





"Our love affair with spices only seem to be growing – often led by the world of food and beverage, where festive coffees and comforting foodie treats are influencing the world of perfumery."



inspired by...

Nomade Nuit d'Égypte | Chloé

Shine Despite Everything | Atkinsons

Turmeric Latte | Perfume Lush





# fragrance directions

Cashmere  
Spice  
Ginger  
Pumpkin  
Coffee  
Turmeric  
Nutmeg





winter  
sun



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# inspired by...

...floral and fruits aren't just for summer

winter sun

Demand for winter sun holidays is on the rise, with booking numbers increasing year-on-year, indicating a strong preference for escaping the cold for warmer destinations.

Winter sun booking numbers having increased by 16% year-on-year, with the younger generation and older retirement generation opting for the quieter months to seek out relaxation.

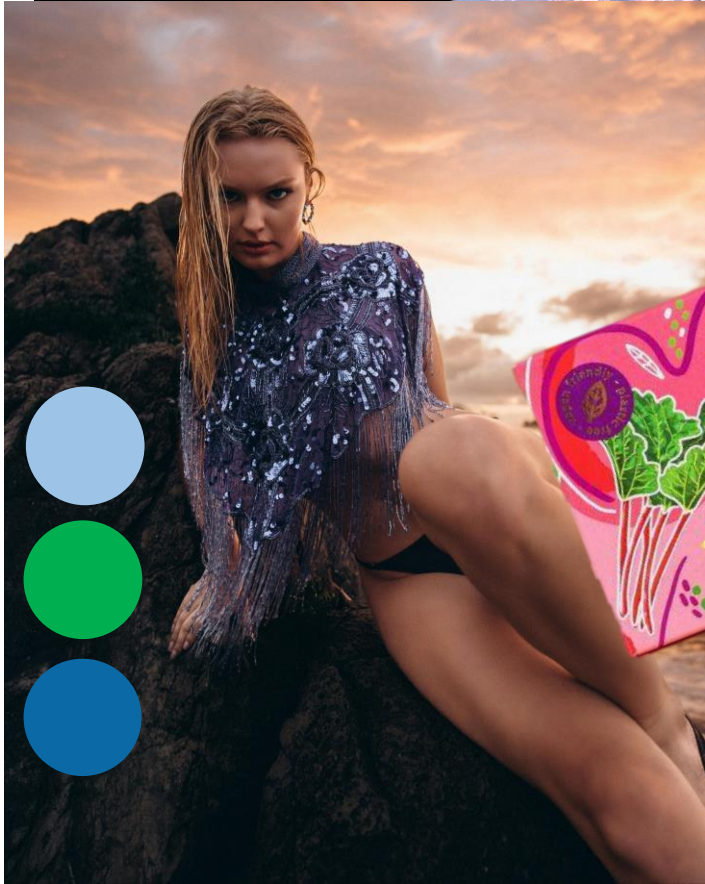
To coincide with this we are still seeing a strong desire for holiday-inspired solar scents.



# Britons rush to book winter sun holidays in cheaper destinations

Rise in demand for travel comes as customers increasingly pay for trips in instalments

winter sun



"Chasing the winter sun offers the perfect escape from the chill, where golden beaches and warm weather replace frosty mornings and heavy coats. It's not just a holiday, it's a recharge for the soul - proving that sunshine isn't just for summer."



## inspired by...

Never-ending Summer | Maison Martin Margiela

Lust for Sun | Juliette Has A Gun

Montabaco Rio | Ormonde Jayne





winter sun

# fragrance directions

White florals  
Rhubarb  
Lychee  
Orange flower  
Hibiscus  
Nectarine  
Pear  
Amber





# Request Samples

Scan the QR code to request samples of our latest collection  
inspired by the Autumn / Winter Fragrance Trends







# about us

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

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