



## INSPIRING FRAGRANCE TRENDS FOR 2024

# Today's Speakers



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# Fragrances for Evaluation

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This collection features 6 modern yet sophisticated aromas designed to accompany each fragrance trend.

- ✓ Prop 65 compliant
- ✓ IFRA compliant
- ✓ Meets EU compliance







Moving forward into the new year, fragrance will continue to be a key driver for consumers when making purchase decisions. In the world of perfumery, fragrances evoke new feelings, drawing influences from fashion, beauty, and home décor. According to Beauty Matter, scent is a top self-care category, with “maintaining wellness” and “self-care routines” as top drivers for increased spending. As the industry prepares for the new year, consumers are ready, and excited to experience new scent compositions exploring the unconventional, and unexpected.

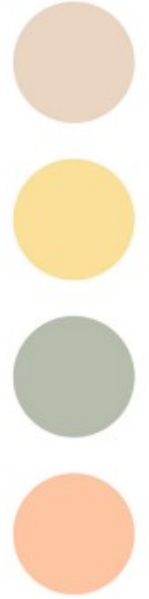
Our 2024 Fragrance Forecast includes six modern, yet sophisticated aromas designed to accompany each fragrance trend. These on-trend fragrances are designed for personal care and candle applications, hoping to inspire your next innovative product for the new year.



# New Age Minimalism



- Aligned with current beauty, fashion, interior design and home trends, the minimalist aesthetic is growing in popularity and expanding into fragrance.
- Consumers have shifted away from overpowering aromas and gravitating towards understated, subtle aromas. In fact, 39% of US aircare users prefer simple scents and 26% prefer fragrances that are unique.<sup>1</sup>
- Minimalist scents evoke elusiveness, with characteristic notes depicted as subtle, clear, and distinct instead of a cluster of many notes.<sup>2</sup>



TREND | NEW AGE MINIMALISM

## Yuzu

PERSONAL CARE | ORC2302638 CANDLE | ORC2302637

Juicy, ethereal citrus fruits of yuzu and blood orange grounded by sheer vetiver and a trace of moss.

TOP: Yuzu

MIDDLE: Blood Orange

BASE: Vetiver, Moss



# Viridescence



- Next generation of green aromas will spotlight vegetal notes in elevated compositions with strong ties to nature and healthy living. In fact, 66% of European consumers expressed interest in using fragrances that remind them of nature.<sup>1</sup>
- With 72% of US consumers interested in new textures, scents and sensations from their products, vegetable inspired notes like pea, fennel, leek, and cauliflower push the boundaries and offer consumers exciting new scent experiences.
- Fresh ingredient aromas centered around vegetables provide unique touches to scent experience and will emerge as a novel option for genderless creations.





TREND | VIRIDESCENCE

## Wild Fennel

PERSONAL CARE | ORC2302575 CANDLE | ORC2302576

A modern fusion of nature-inspired aromas. Herbaceous fennel and dewy aquatic notes enlivened by citrus and pink pepper on a base of resinous elemi with smooth musk and amber.

**TOP:** Lemon, Pink Pepper

**MIDDLE:** Wild Fennel, Dewy Aquatic Notes

**BASE:** Elemi, Musk, Amber



# Spiritual Wellness



- Consumers look to spiritual aromas for mood enhancing effects, with 33% of US consumers willing to pay more for these qualities and 42% interested in improving their spiritual wellness.<sup>1</sup>
- Earthy ingredients like patchouli, frankincense, sage, and palo santo offer a mind body connection for consumers while the smoke from some of these ingredients are traditionally associated with the cleansing of the air and surroundings.
- According to Mintel, fragrances with the word “spiritual” has seen an uptick by over 50% in the past two years creating opportunities for olfactive creations inspired by both astrology and spiritual messaging.<sup>1</sup>





TREND | SPIRITUAL WELLNESS

## Smoke & Ritual

PERSONAL CARE | ORC2302632 CANDLE | ORC2302633

Aromatic cypress uplifts warm sandalwood and cedar on a base of rich frankincense, oakmoss and sweet amber.

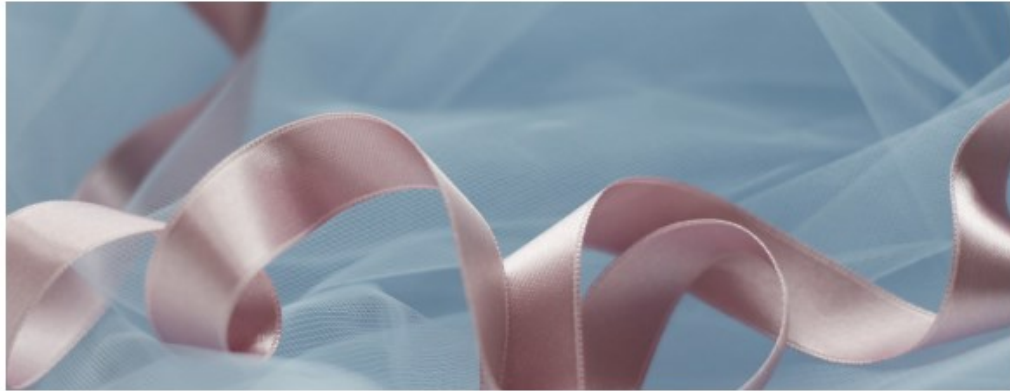
**TOP:** Cypress

**MIDDLE:** Cedar, Sandalwood

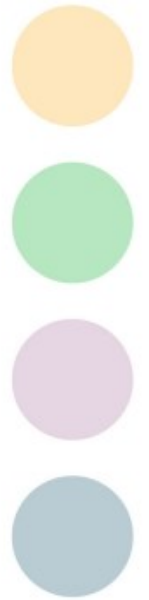
**BASE:** Frankincense, Oakmoss, Amber



# Couture Gourmands



- With an expected CAGR of 3.8% from 2023 to 2033, the Gourmand fragrance market will continue to be a well-loved scent category.<sup>1</sup>
- Edible-inspired fragrances are sought after and getting an upgrade with US google searches for “gourmand fragrance” increasing by 400% over the last five years.
- As consumers form deeper emotional connections between food and comfort, gourmand scents for home and body are expected to be more complex and elegant.<sup>2</sup> Sophisticated notes of flaky pastries, warm spices, and salted top notes will inspire new launches across market segments around the world.







TREND | COUTURE GOURMANDS

## Golden Pâtisserie

PERSONAL CARE | ORC2302625 CANDLE | ORC2302625

The fragrance of an upscale pâtisserie. Notes of berry compote and delicate pastries warm with layers of creamy vanilla and tonka beans wrapped in elegant musk and sandalwood.

**TOP:** Berry Compote, Warm Buttery Notes

**MIDDLE:** Pastries, Vanilla

**BASE:** Tonka Bean, Musk, Sandalwood



# Desert Aura



- The desert is quite elusive and is the latest inspiration for fragrance creation with radiant solar notes, raw earthy botanicals, warm breeze, and dry arid landscapes.
- With the Coastal Cowgirl trend taking over fashion, beauty, and interior design, we anticipate the continuation of western and desert inspiration to trickle into fragrance. Diptyque's Eau Rihla exemplifies a modern take on this trend by pulling inspiration from the Middle East.
- "Cactus Blossom" fragrances have grown over 400% in the past year in new product launches and makes up a sample size of 22.6% of beauty & personal care, and candle launches.<sup>1</sup>





TREND | DESERT AURA

## Sahara Sol

PERSONAL CARE | ORC2302626 CANDLE | ORC2302628

An accord of rare desert fruits meets an otherworldly landscape of solar florals and wild rose on a dry down of salted vanilla and driftwood.

TOP: Cactus Fruit

MIDDLE: Solar Florals, Wild Rose

BASE: Salted Vanilla, Warm Driftwood



# Unexpected Florals



- Authenticity is key, especially with the floral category as consumers seek out true-to-life floral notes capturing the essence of flowers.
- According to Mintel, 39% of US consumers view scent as the most popular attribute when selecting a product which allows brands to stand out through the power of fragrance.<sup>1</sup>
- A consumer-favorite, this category gets artistic with contemporary twists of classic florals such as tuberose, jasmine, gardenia with unexpected notes such as, cardamom, black pepper, and pink salt. In fact, Jasmine perfume is up 29% compared to last year's search data as consumers look for modern takes on this classic note.<sup>2</sup>







TREND | UNEXPECTED FLORALS

## *Gardenia Petals & Cardamom*

PERSONAL CARE | ORC2302630 CANDLE | ORC2302631

Cardamom brings a touch of the unexpected to blooms of photorealistic gardenia notes of milky coconut, sensual sandalwood, vanilla and brown sugar.

**TOP:** Green Cardamom Pods

**MIDDLE:** Gardenia, Coconut

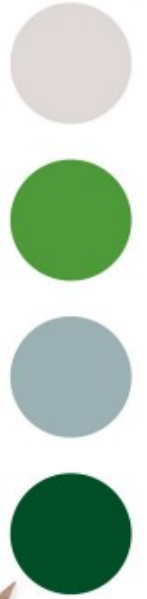
**BASE:** Vanilla, Sandalwood, Brown Sugar



# Mindful Sustainability



- For beauty, personal care, and air care, sustainability will be a strategic priority for brands, with an intentional focus on packaging, ingredients, and environmental impact.
- According to Mintel, refillable fragrance launches remain niche but will make headway as consumers become more familiar with the format.
- Across North America and Europe, environmentally friendly packaging claims remain a top claim in new product launches across beauty, personal care, and air care.<sup>1</sup>





WE HOPE YOU ENJOYED OUR

# Fragrance Forecast



Yuzu



Wild Fennel



Smoke & Ritual



Golden Pâtisserie



Sahara Sol



Gardenia Petals &  
Cardamom

To request fragrance samples, email your Account Representative or [orchidiafragrances@orchidia.com](mailto:orchidiafragrances@orchidia.com)  
We'd love to help you leverage these trends for your specific product, customer, and brand.

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# Thank you for listening.

## Questions?



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