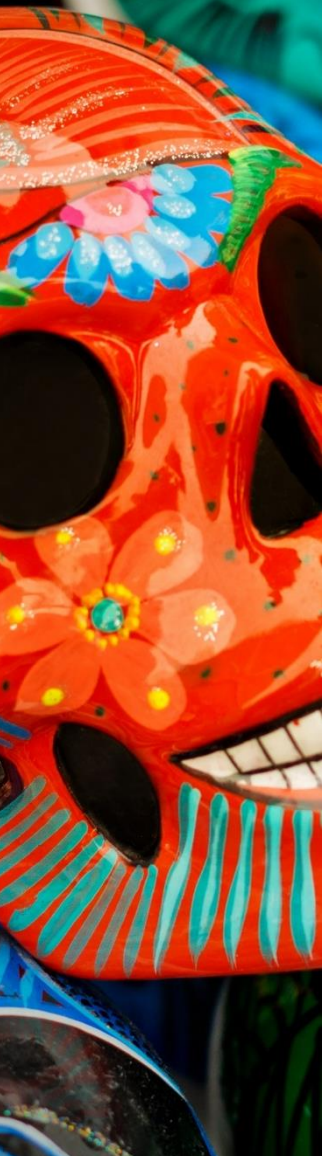


The logo features a stylized bell icon to the left of the word "Bell" in a white, sans-serif font. The background of the top-left corner is a vibrant, abstract pattern of teal, green, and red.

# CELEBRATIONS

Fragrances for Liquid Soap

# Content

## 1. Market Insights & Trends

1.1 Category Overview: Numbers & Facts

1.2 Topic: Celebrations

1.3 Market Samples

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## 3. Sources

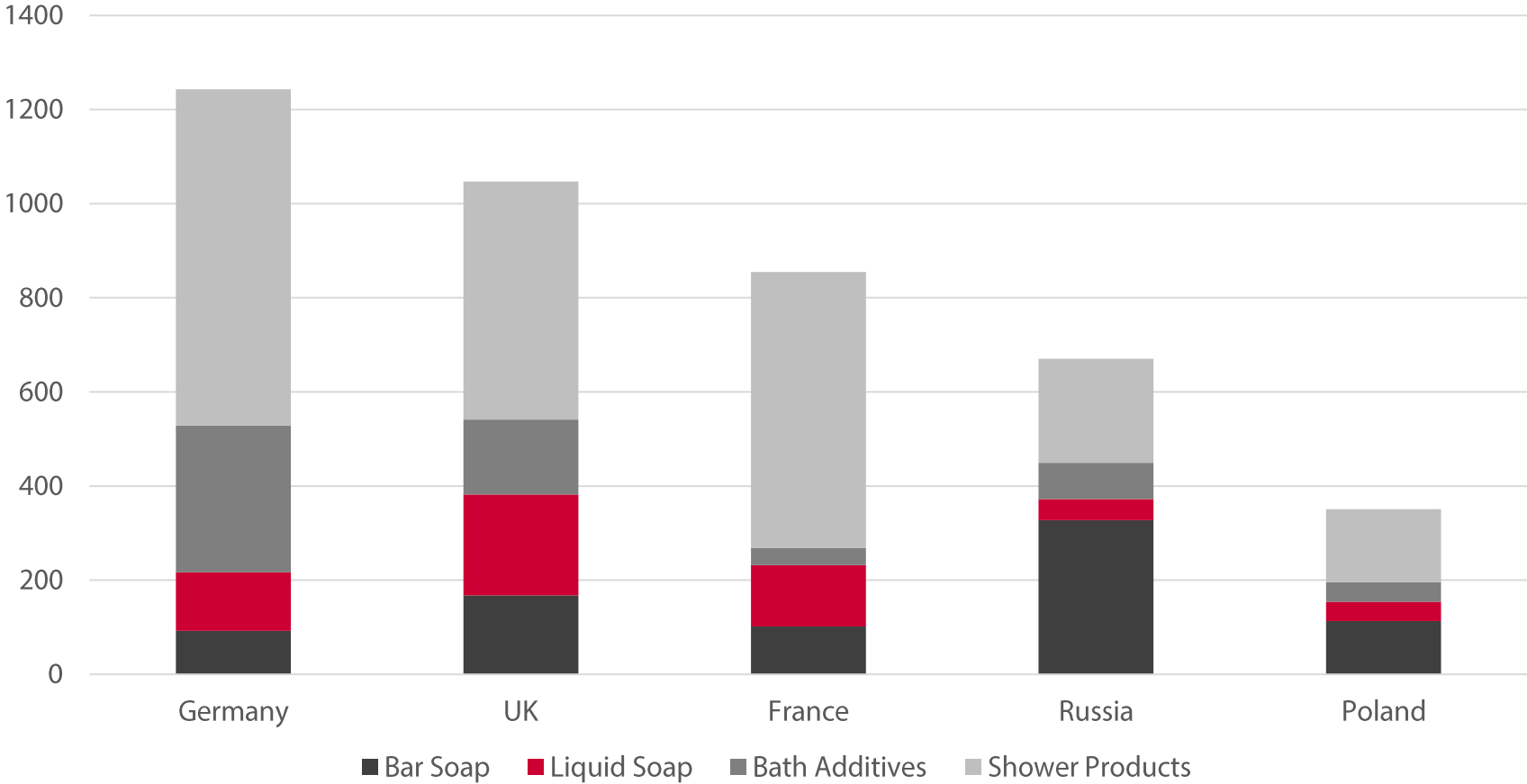
### Contact



## 1.1 Category Overview: Numbers & Facts

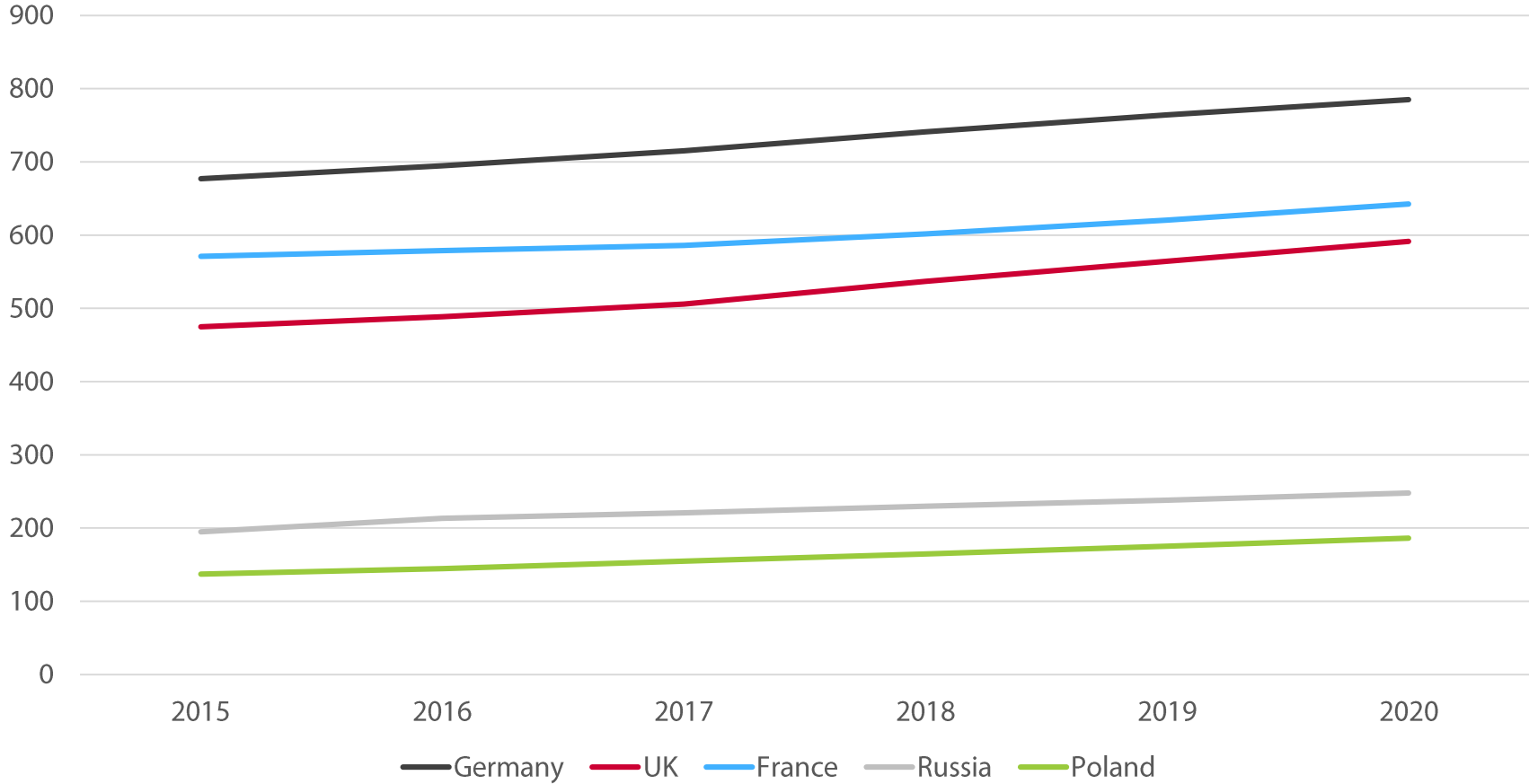
# Category shares by country

Turnover (retail value) 2017 in Mio. EUR



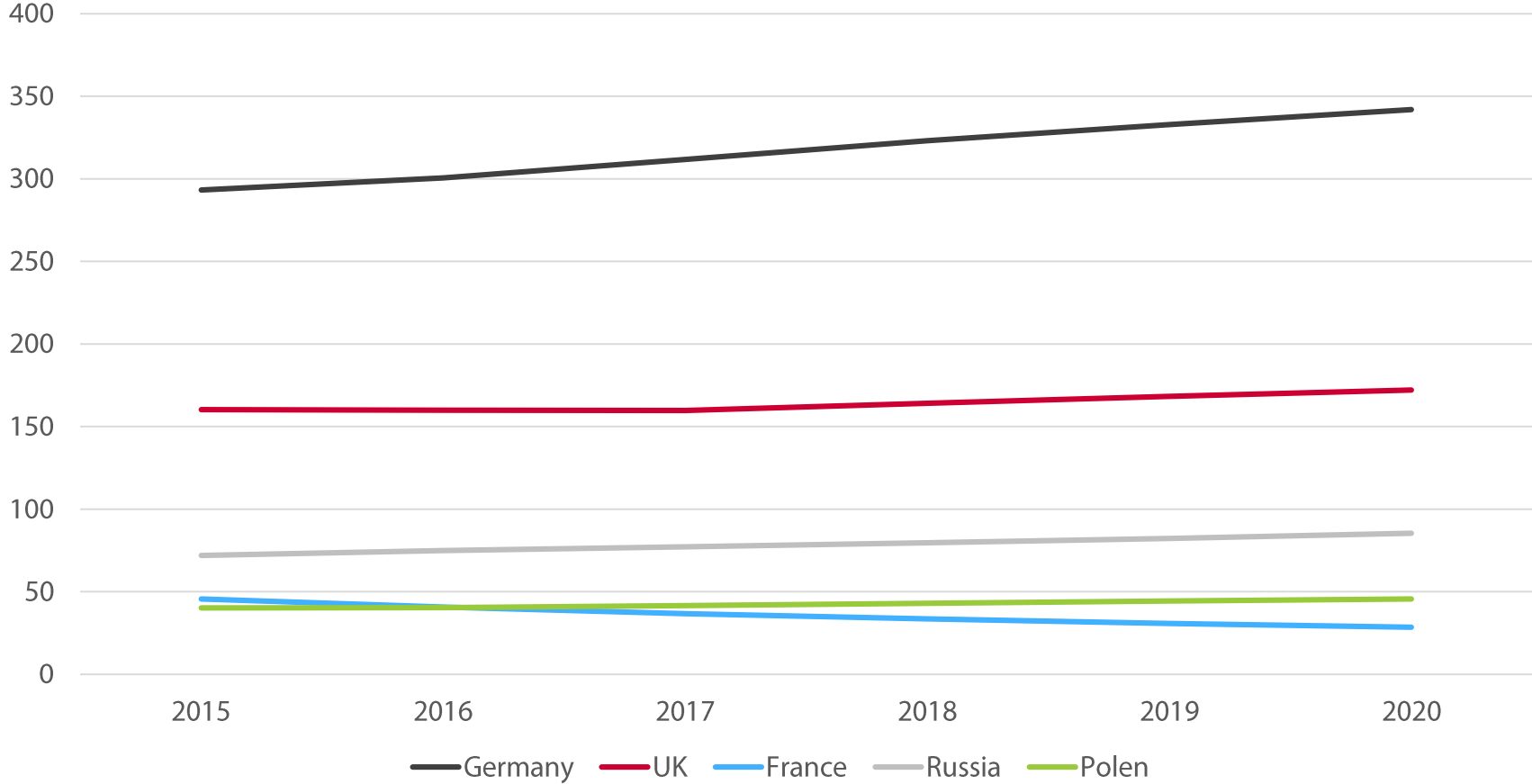
# Shower products – turnover development by country

Turnover (retail value) in mio. EUR



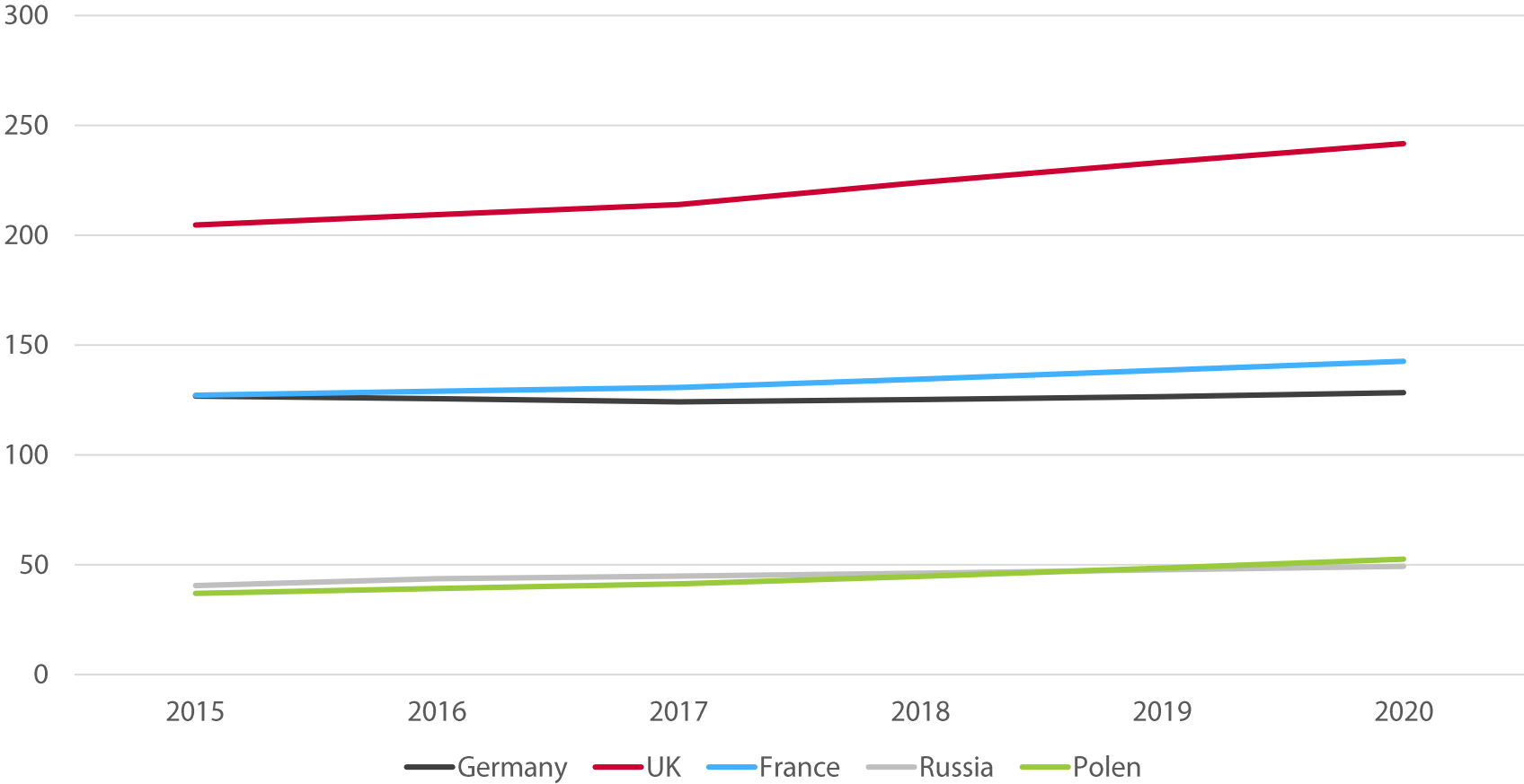
# Bath additives – turnover development by country

Turnover (retail value) in mio. EUR



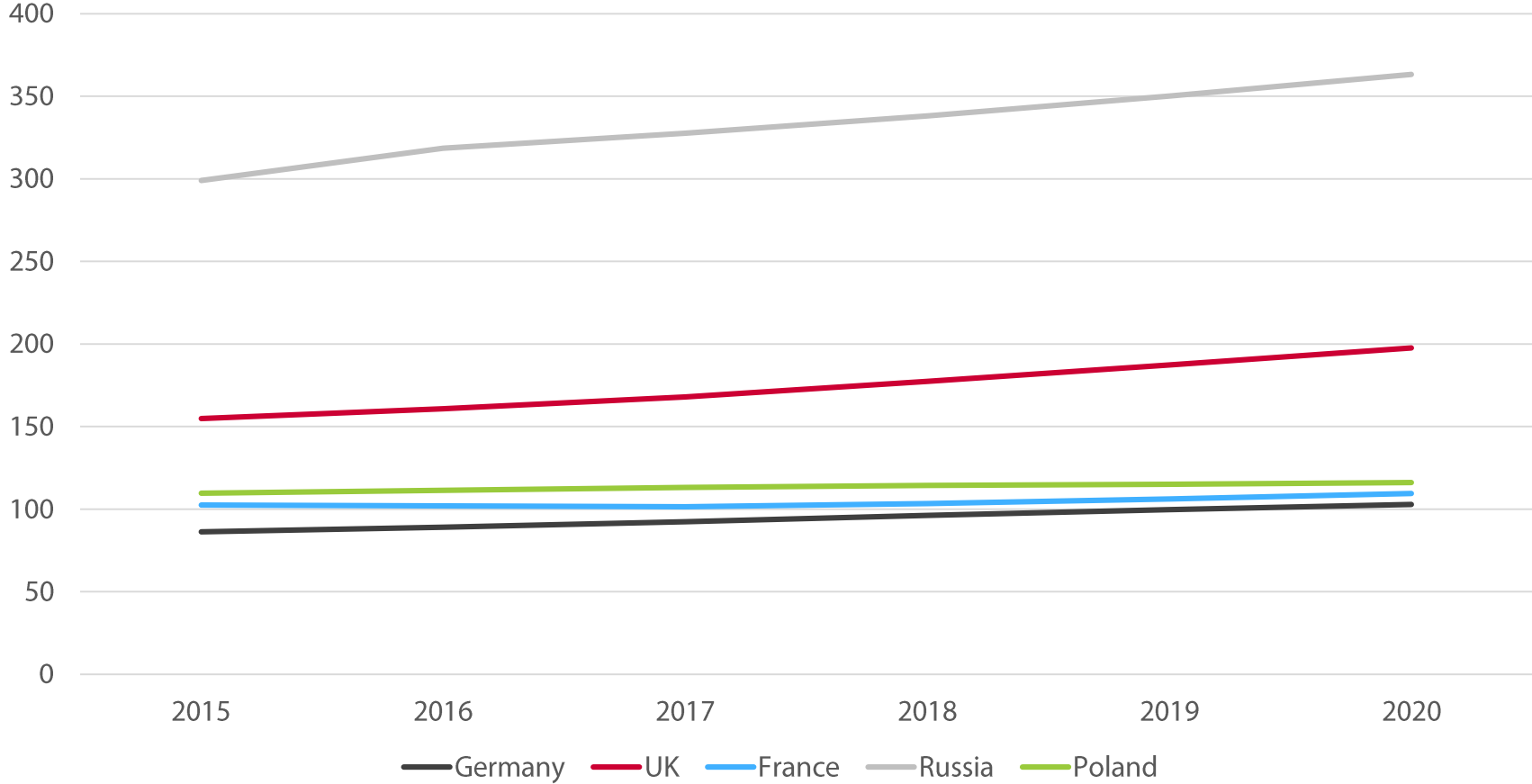
# Liquid soap – turnover development by country

Turnover (retail value) in mio. EUR



# Bar soap – turnover development by country

Turnover (retail value) in mio. EUR





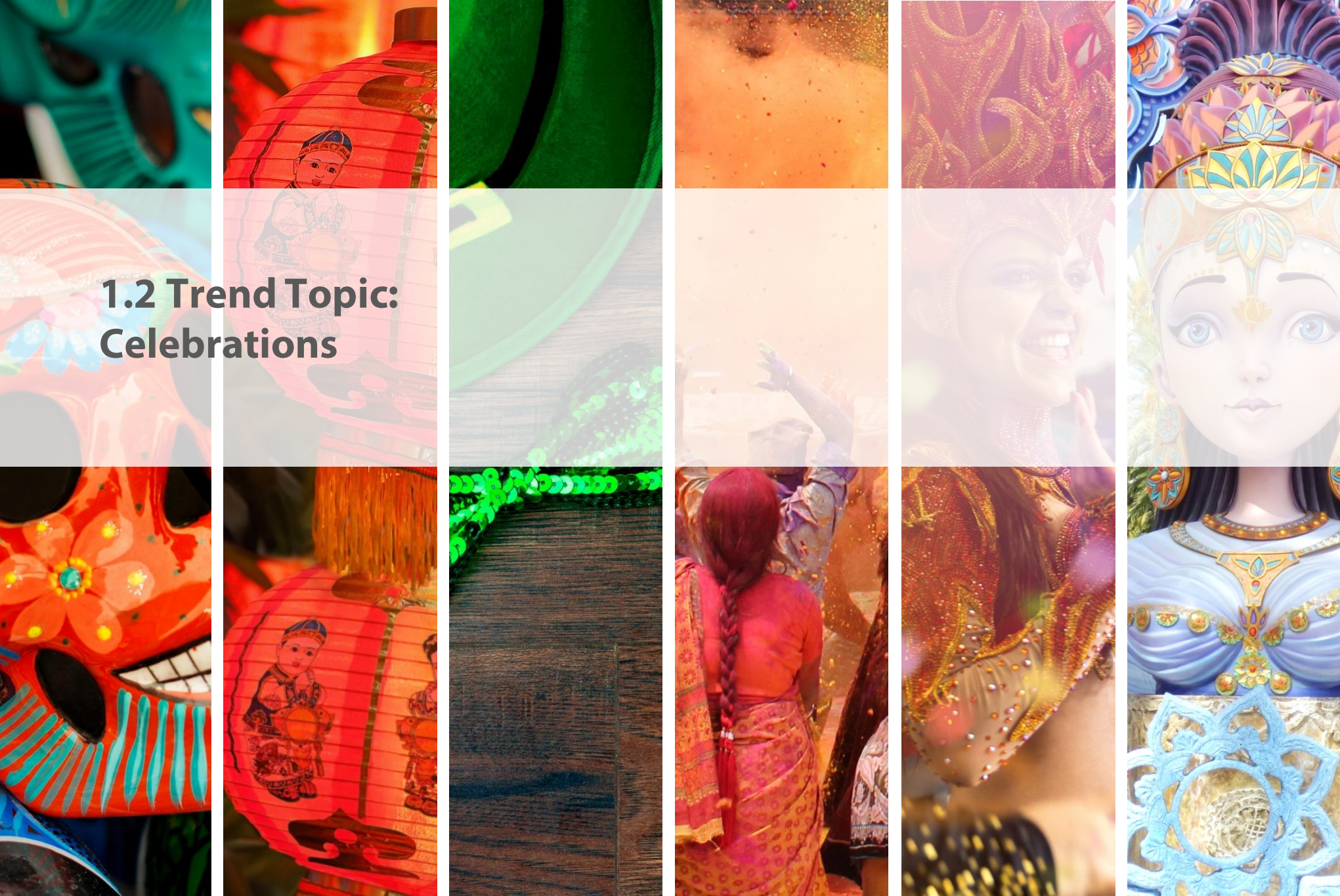
# Leading brands of total category\*



\*ranking based on turnover 2017 (retail value) in the total category bath and shower products in Germany

## Leading brands by product category and Private Label Share (2017)

	Shower Products	Bath Additives	Liquid Soap	Bar Soap
Germany	Duschdas (Unilever)	Kneipp (Paul Hartmann)	Palmolive (Colgate-Palmolive)	Dove (Unilever)
<i>PL-Share*</i>	<b>20,0%</b>	18,5%	<b>33,0%</b>	8,6%
UK	Imperial Leather (PZ Cussons)	Radox (Unilever)	Carex (PZ Cussons)	Dove (Unilever)
<i>PL-Share</i>	5,5%	16,0%	22,1%	10,7%
France	Le Petit Marseillais (J&J)	Le Petit Marseillais (J&J)	Le Petit Marseillais (J&J)	Dove (Unilever)
<i>PL-Share</i>	6,2%	<b>23,2%</b>	<b>23,2%</b>	6,9%
Poland	Nivea (Beiersdorf)	Apart (Global Cosmed)	Apart (Global Cosmed)	Luksja (PZ Cussons)
<i>PL-Share</i>	12,7%	22,6%	<b>47,2%</b>	<b>34,0%</b>
Russia	Avon (Avon Products)	Avon (Avon Products)	Barkhatnye ruchki (Unilever)	Dove (Unilever)
<i>PL-Share</i>	n/a	0,8%	0,7%	7,6%



## 1.2 Trend Topic: Celebrations

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## Trend Topic: Celebrations

All over the world there are celebrations, folk festivities and large annual events that bring **people** of **all ages** together and put the country or region in **ectasy**. Each of these celebrations and folk festivities has its own **charm**. Traditional **music** and **dances** are just as much part of it as elaborate **costumes** or local **dishes**.

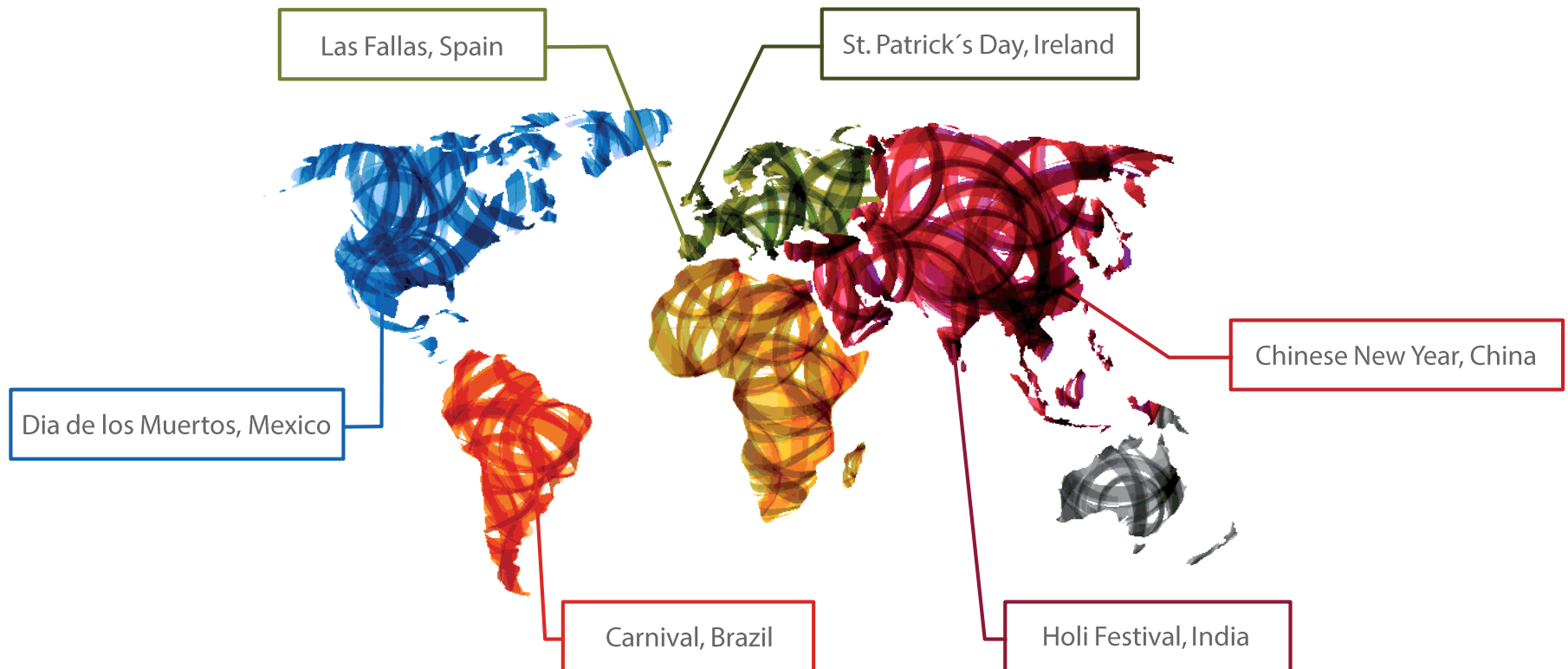


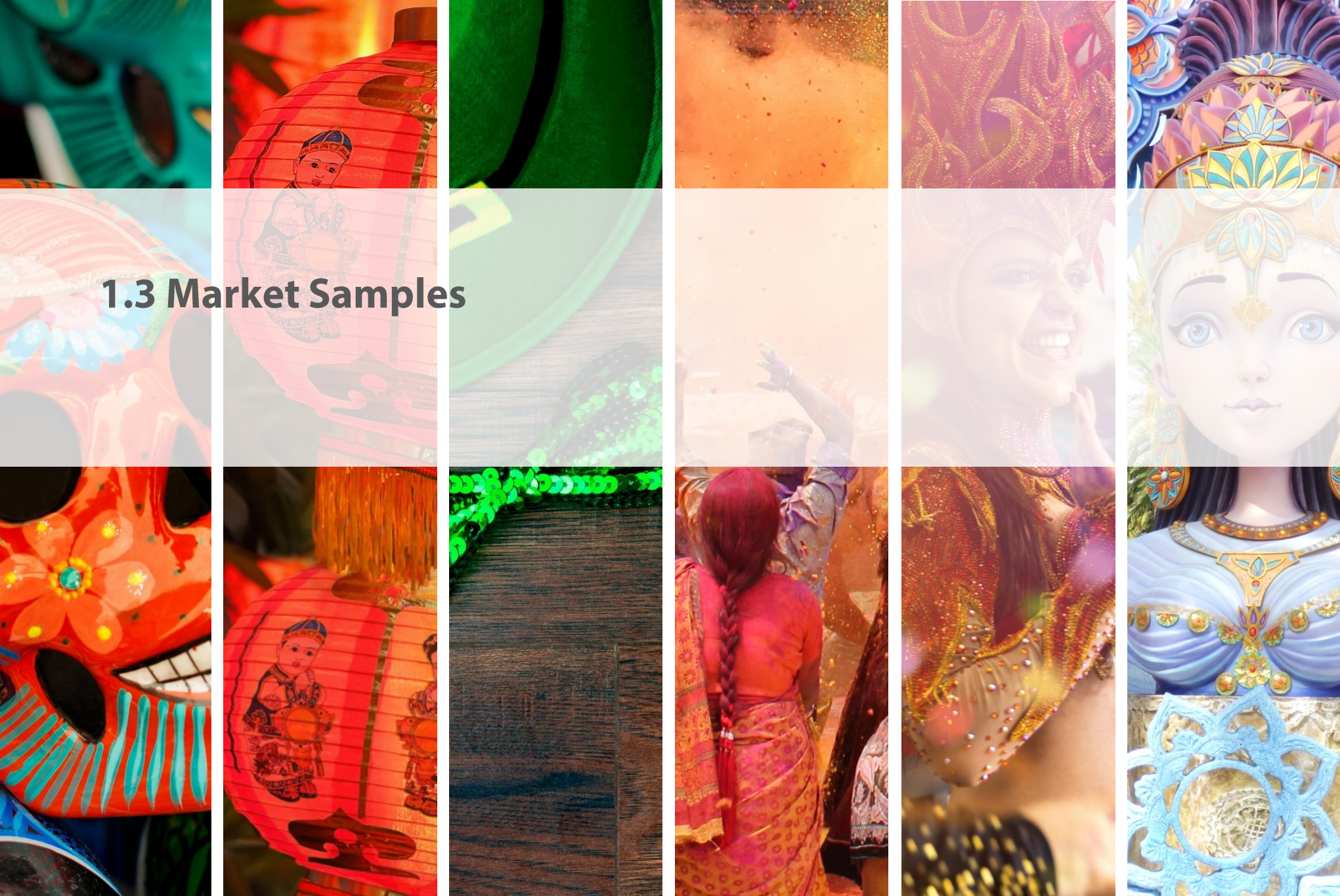
In addition, those events are popular **attractions and magnets for visitors**. Therefore, they are playing an increasingly important role in the **holiday** and **annual planning** of the people.

Do not miss the chance to remind your customers of these **unique moments**.

## Trend Topic: Celebrations

Bells creative departments have been inspired by six of the most exciting events and created a unique portfolio of fascinating fragrances with corresponding botanical extracts.





### 1.3 Market Samples

# Markt Samples



## Balea by dm „Oktoberfest“

- Shower gel
- Body lotion
- Hand cream
- Body spray
- Plait balm

# Markt Samples



## Holi Beauty Festival by p2 Kosmetik „Holi Fest“

- Nail polish
- Colour pigments
- Blush sticks
- Lip gloss





# Markt Samples



SinfulColors Professional by SinfulColors  
„Clover Drive – **St. Patrick’s Day**“

- Nail polish

Vent Stick by Yankee Candle  
„Lucky Shamrock – **St. Patrick’s Day**“

- Car air freshner





## 2. Bell Fragrance, Botanical & Packaging Proposals

# Packaging Proposal



Completely sleeved in the layout of the respective celebration

Spot to place your logo

Verbal description of the fragrance

Eye-catcher communicating the botanical extract

Fantasy name referring to the country of origin of the celebration

Visual description of the fragrance



# Chinese New Year – China

## When:

New moon between January 21st and February 21st of a year, for 15 days

## What:

The Chinese calendar has a total of **twelve zodiac signs**. 2018 is the year of the dog. In China, this animal stands for courage, helpfulness and health. In 2019, the pig will be the focus.



On the seventh day of the festivities, the birthday is celebrated because, according to the tradition, from this day on everybody is one year older. On the fifteenth day, which ends the Chinese New Year, the **Lantern Festival** is celebrated. Candles are lit, lanterns are hung up and sweets are eaten.



## Chinese New Year – China

0804109 Pitaya & Rice Flower DF1.0

Top: fresh, fruity, watery

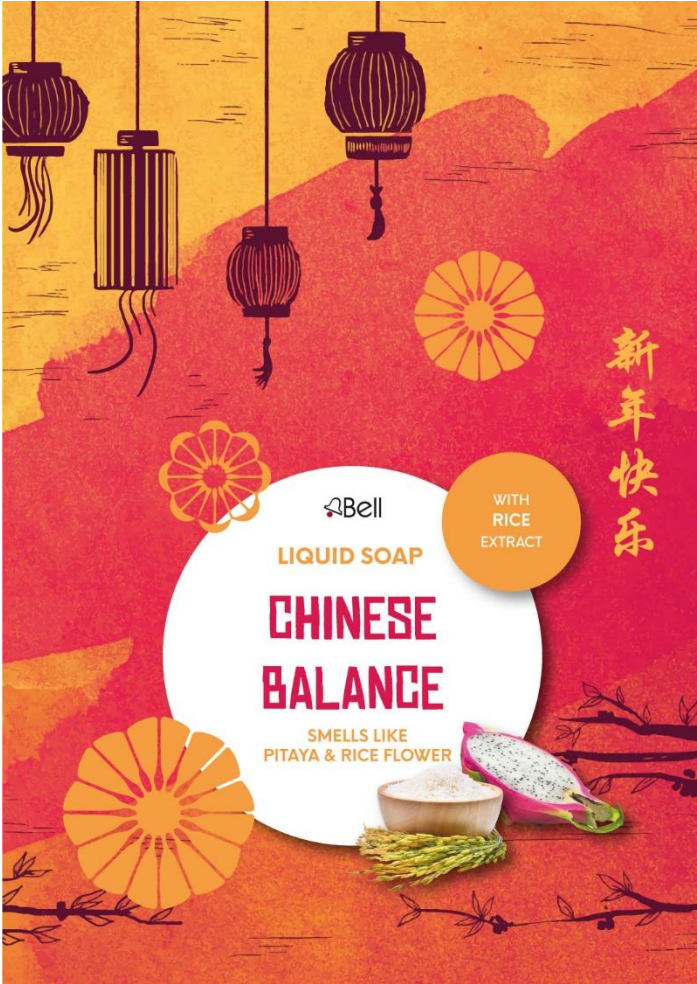
Heart: exotic, pitaya

Base: mild, soft, musk

Botanical: 0485041 Botanical Rice A (org)



# Packaging Proposal Chinese New Year



# St. Patrick's Day – Ireland

## When:

17<sup>th</sup> March, Death of Bishop Patrick

## What:

St. Patrick's Day is the commemoration and **national holiday** in honor of the **Irish bishop Patrick**. He is regarded as Ireland's first missionary to introduce Christianity.



During the celebrations many people wear a **shamrock** on their clothes or their faces. With the shamrock St. Patrick is said to have explained the Holy Trinity.







## St. Patrick's Day – Ireland

### 0811827 Cucumber Tonic DF

Top: fresh, green, watery, cucumber, melon, apple

Heart: floral, lily of the valley, cyclamen, dog rose

Base: musk, subtle

Botanical: 0485742 Cucumber Distillate

# Packaging Proposal St. Patrick's Day



# Holi Festival – India

## When:

Spring, first full moon day of the month Phalgun (February/March)

## What:

Based on Hindu tradition, Holi is a Indian spring festival. This "**festival of colours**" lasts at least two, in some areas of India also up to ten days. It is one of the oldest festivals in India and represents the **welcoming of the spring**.



During the celebrations, all barriers of caste, gender, age and social status seem to be overridden. It is celebrated exuberantly and you sprinkle each other with coloured powder, **the gulal**.





## Holi Festival – India

**0800150 Lotos-Melon-Lychee**

Top: fresh, watery, green, lemon, bergamot

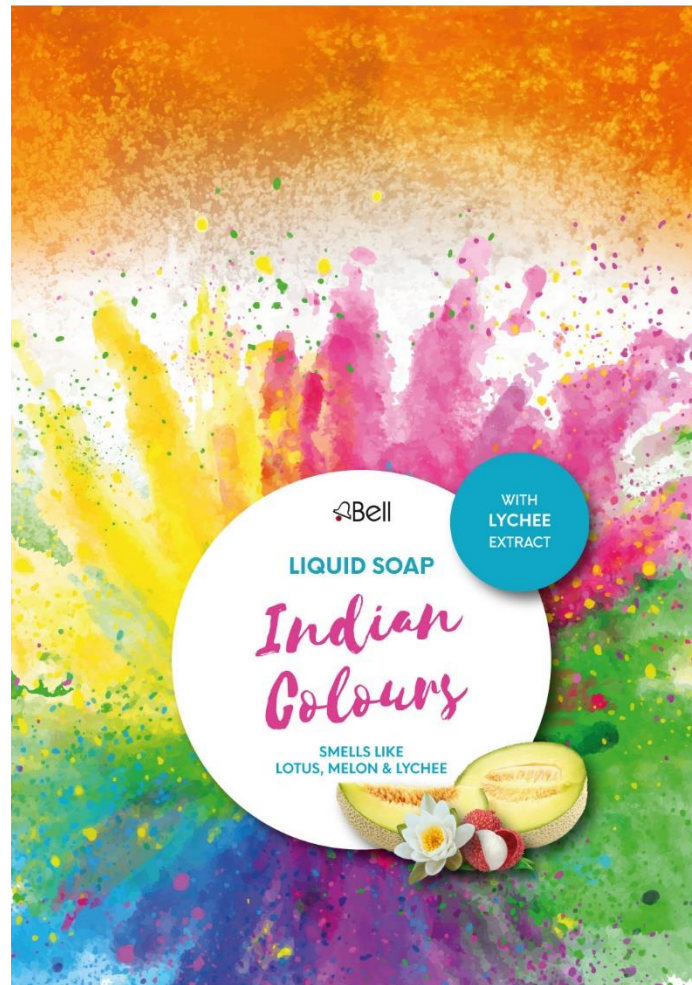
Heart: sweet, floral, lotus, watermelon, lychee

Base: creamy, milk, vanilla

Botanical: 0488598 Botanical Lychee A

# Packaging Proposal

## Holi Festival



# Dia de los Muertos – Mexico

## When:

1<sup>st</sup> & 2<sup>nd</sup> November

## What:

Contrary to what the name *day of the dead* suggests, the "**Dia de los Muertos**" is not a sad, contemplative or melancholy day, but a **day of joy** – a happy festival of music, dance, food and drinks.



According to the Mexican tradition, on the 1st and 2nd of November, the dead return from the afterlife to visit the remaining friends and family here and to pamper their souls with the pleasures on earth.





## Dia de los Muertos – Mexico

**6100495 Moonlight Shadow S**

Top: fresh, aldehydic

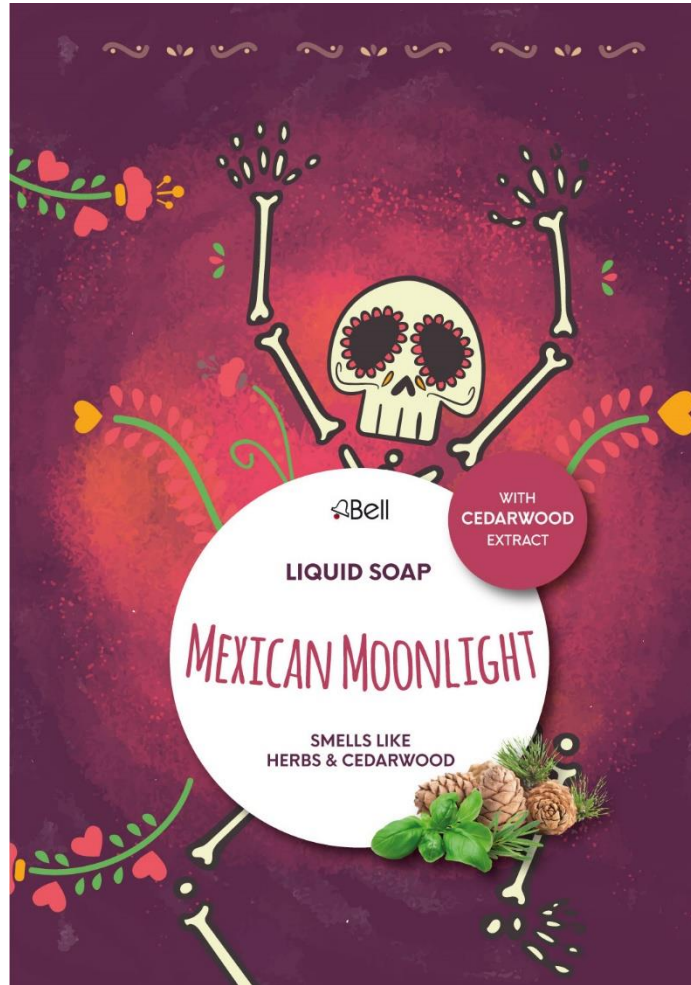
Heart: herbal, floral, rose

Base: caring, balm, sandal- and cedarwood

Botanical: 0487876 Botanical Cedarwood A

# Packaging Proposal

## Dia de los Muertos





# Carnival – Brazil

## When:

February/March, Friday before Ash Wednesday till Tuesday

## What:

Carnival is celebrated all over Brazil, especially in Rio de Janeiro. When talking about Carnival in Brazil, most people think of **Samba** and the famous parade in **Sambódromo**.



In addition to the parade, there are **Cariocas street festivals**, free live concerts and numerous costume balls. During this time, the country resembles a **single, huge party**.



A vibrant photograph of Brazilian Carnival dancers. The dancers are wearing highly ornate, multi-tiered headdresses adorned with gold, silver, and red elements, including feathers and intricate patterns. They are dressed in shimmering, sequined costumes with red and gold accents. The background is filled with colorful lights and a festive atmosphere.

## Carnival – Brazil

### 6100906 Hibiscus Paradise GG2

Top: hibiscus flower, rhubarb

Heart: jasmine, coconut and orange blossom

Base: sheabutter, musk, sandalwood, vanilla

Botanical: 0487449 Hibiscus Extract A

# Packaging Proposal Brazilian Carnival



# Las Fallas – Spain

## When:

Spring, 15th to 19th of March

## What:

The Fallas are a Spanish Spring Festival that takes place every year in Valencia and surrounding villages.



The main attraction are tall sculptures made of papier-mâché and other flammable materials. The creation of these Fallas, which gives the event its name, takes months. The most beautiful sculptures will be awarded and ceremonially burned on the last day of the festival.





## Las Fallas – Spain

0799761 Thyme + Chili

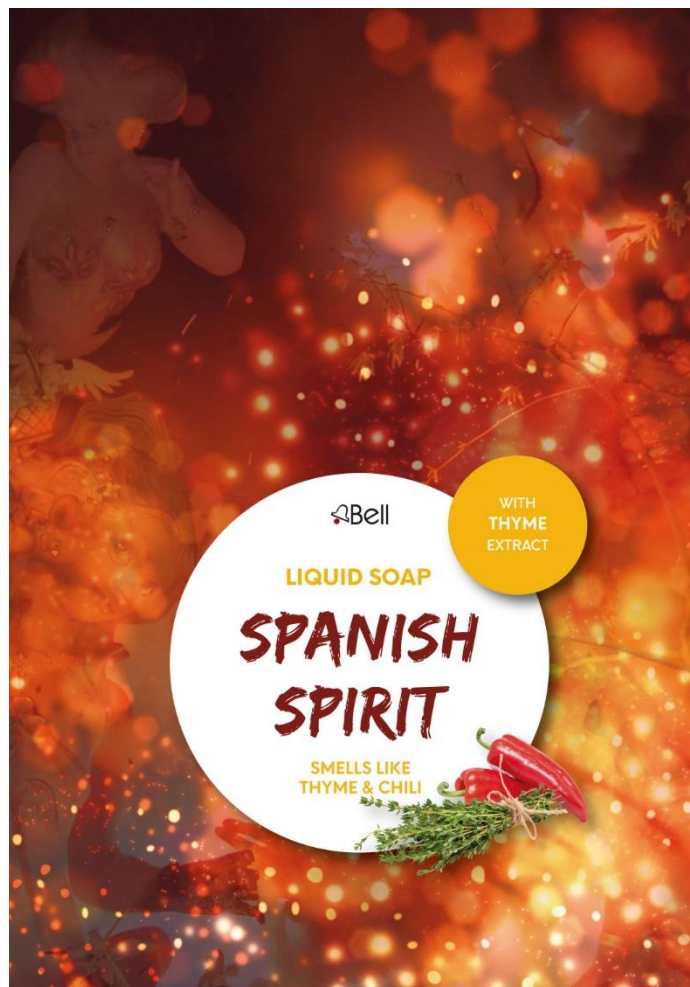
Top: fresh, citrus, slightly minty

Heart: herbal, spicy, thyme, chili, cardamom

Base: dry, woody, cedar

Botanical: 0486635 Thyme Extract A

# Packaging Proposal Las Fallas



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## 3. Sources

Numbers: Euromonitor Passport  
GNPD Mintel

Facts: Wikipedia - [www.de.wikipedia.org/wiki/Fallas](http://www.de.wikipedia.org/wiki/Fallas)  
Welt - [www.welt.de/reise/staedtereisen/gallery138383766/Fallas.html](http://www.welt.de/reise/staedtereisen/gallery138383766/Fallas.html)  
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Morgenpost - <https://www.morgenpost.de/St-Patrick-s-Day-So-feiern-die-Iren-ihren-Nationalheiligen.html>

Images: Adobe Stock – [www.stock.adobe.com](http://www.stock.adobe.com)  
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Viralizalo - [www.viralizalo.com/curiosidades/10742-cuanto-sabes-de-las-fallas](http://www.viralizalo.com/curiosidades/10742-cuanto-sabes-de-las-fallas)

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