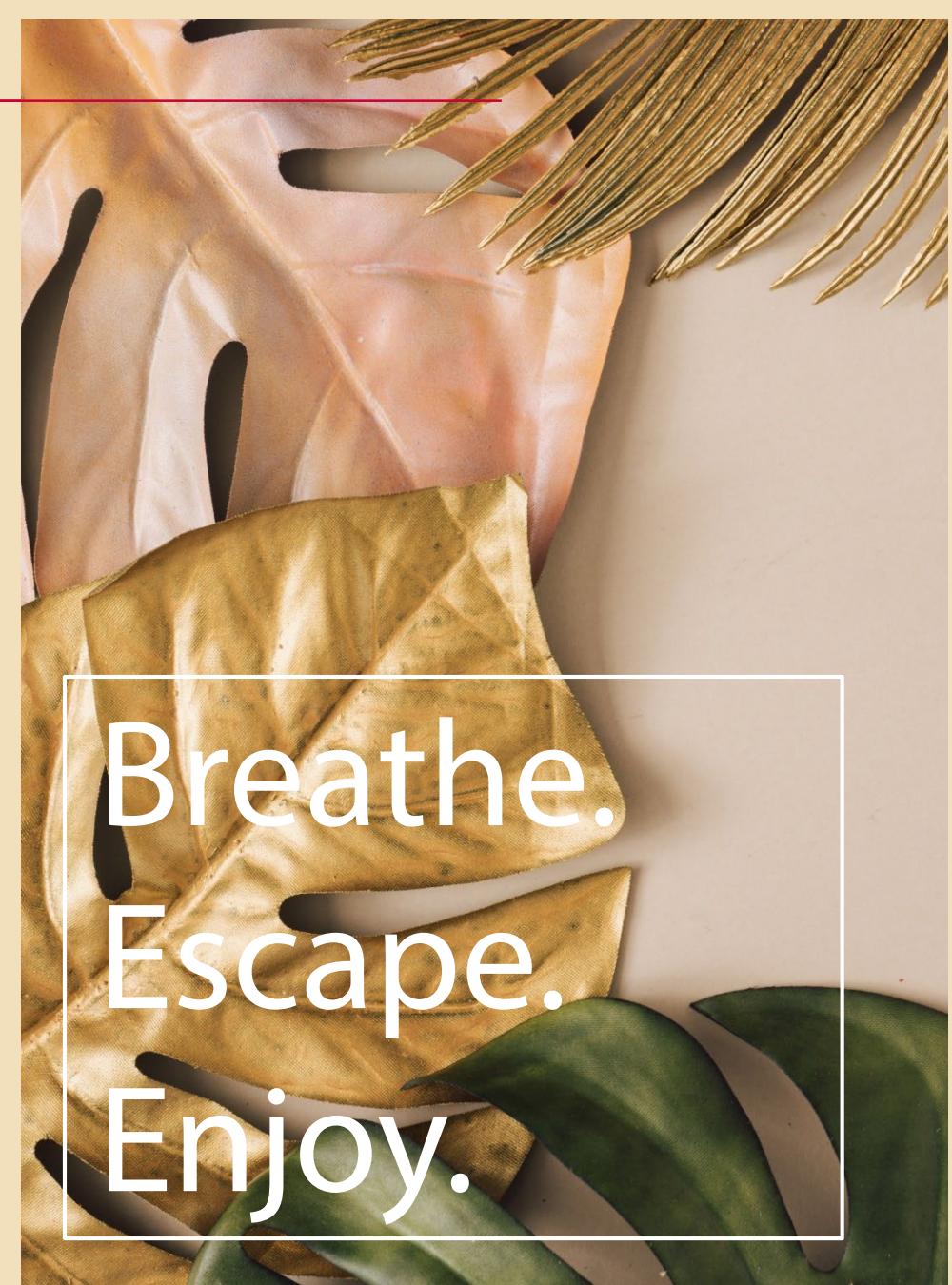




BREATHE.ESCAPE.ENJOY

Candle Fragrance Trends 2021/2022



INTRODUCTION TO THE SEASON

Welcome to the Bell candle trend forecast for 2021/22.

This trend report is the result of comprehensive trend analysis in the areas of fashion, interior and colour, also taking into account current global developments. Knowing the current trends enables a quick and clear understanding of how changing consumer behaviour can affect the candle market.

Bell has identified three main trends for the 2021/2022 season. Together with colours and fragrances perfectly matched to each other, these ultimately result in a harmonious overall concept.

We live in turbulent times and need to focus more than ever on what truly matters. We think about our nesting instinct and rediscover the diversity of our homeland. It's time to **BREATHE**.

Then again, we feel a deep longing for faraway places. There is an impulse to **ESCAPE** from everyday life and a reality that is not always pleasant, a desire to retreat to mysterious, distant lands and to go back to the origins.

But in the end it is all a question of mindset. We have to realize that we only have one life and have to **ENJOY** it to the fullest.

Breathe.
Escape.
Enjoy.

BR EA THE

Now is the time to take a deep **breath** and recapitulate, to rethink and find new ways. A peaceful atmosphere is a positive stimulus, which helps to draw new strength for whatever may come. Our place of safety is characterized by natural materials such as collected wood and is surrounded by untreated cotton and soft fabrics. Soft neutral colours create a sense of comfort and act as a barrier between inside and outside. The fragrance is imperfect, unusual and beautiful at the same time.





Midnight Lounge CF
Fragrance 8301296



Deep Inside CF
Fragrance 8301297



Candle Collection 2021 – 22



CANDLE FRAGRANCES



8301296

Midnight Lounge CF

TOP
orange, galbanum, pear

HEART
lily of the valley, fig milk, coconut

BASE
musk, sandalwood, ambar, vanilla



8301297

Deep Inside CF

TOP
black currant

HEART
iris, orange blossom, jasmine

BASE
patchouli, musk, sandalwood



ES CA PE

Many people often have a strong desire for freedom and a deep inner urge for fulfilment. This kind of yearning and spirit of awakening has existed since ancient times. Wanderlust, just like homesickness, is an expression and feeling of longing, for an **escape** or a retreat into mysterious, faraway lands and back to the origins. Earthy, warm colours convey a sense of home, even in the most remote places. The fragrance that represents this feeling reflects the richness of the world. It draws inspiration from the past and the present from various cultures and rituals.





Lost in the Woods
Fragrance 8301288



Be the Change
Fragrance 8301301



Candle Collection 2021 – 22



CANDLE FRAGRANCES

Lost in the Woods



TOP
fresh, galbanum

HEART
rose, violet, peach, cinnamon

BASE
cedarwood, vetiver,
amber, vanilla, musk, gaiac wood

Be the Change



TOP
cool, mint, aldehydes

HEART
floral, herbal, lavender, jasmine

BASE
woody, ambery, sandalwood, amber



EN
JO
Y

Let's face the truth: Not everything always goes according to plan. But that's no reason to get all black and white, because: When life gives you a lemon, make lemonade! No matter what happens, you are more satisfied if you accept life in all its facets and keep a positive attitude. Life is a firework of lively, bright colours, and especially in the darkness, they appear all the more radiant. These colours stand for the joy and richness that life has to offer. So **enjoy** it! The fragrance is accordingly colourful and exciting. A real scent explosion and always good for a surprise. Everything but dull and monotonous.





Peach Life
Fragrance 8301286



My little Cactus
Fragrance 8301303



Candle Collection 2021 – 22



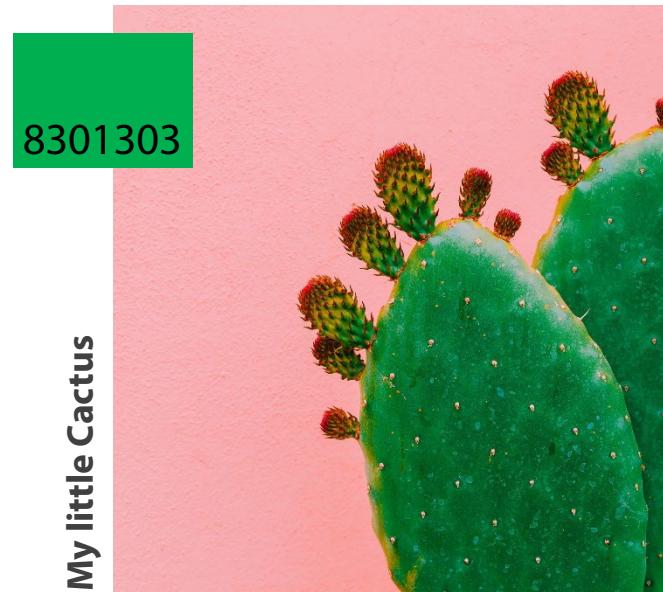
CANDLE FRAGRANCES



TOP
peach, violet

HEART
anise, red fruits, rose, white flower

BASE
amber, patchouli, vanilla, musk



TOP
fruity, prickly pear, lychee, orange

HEART
floral, rose, jasmine, leather

BASE
spicy, tonka, patchouli

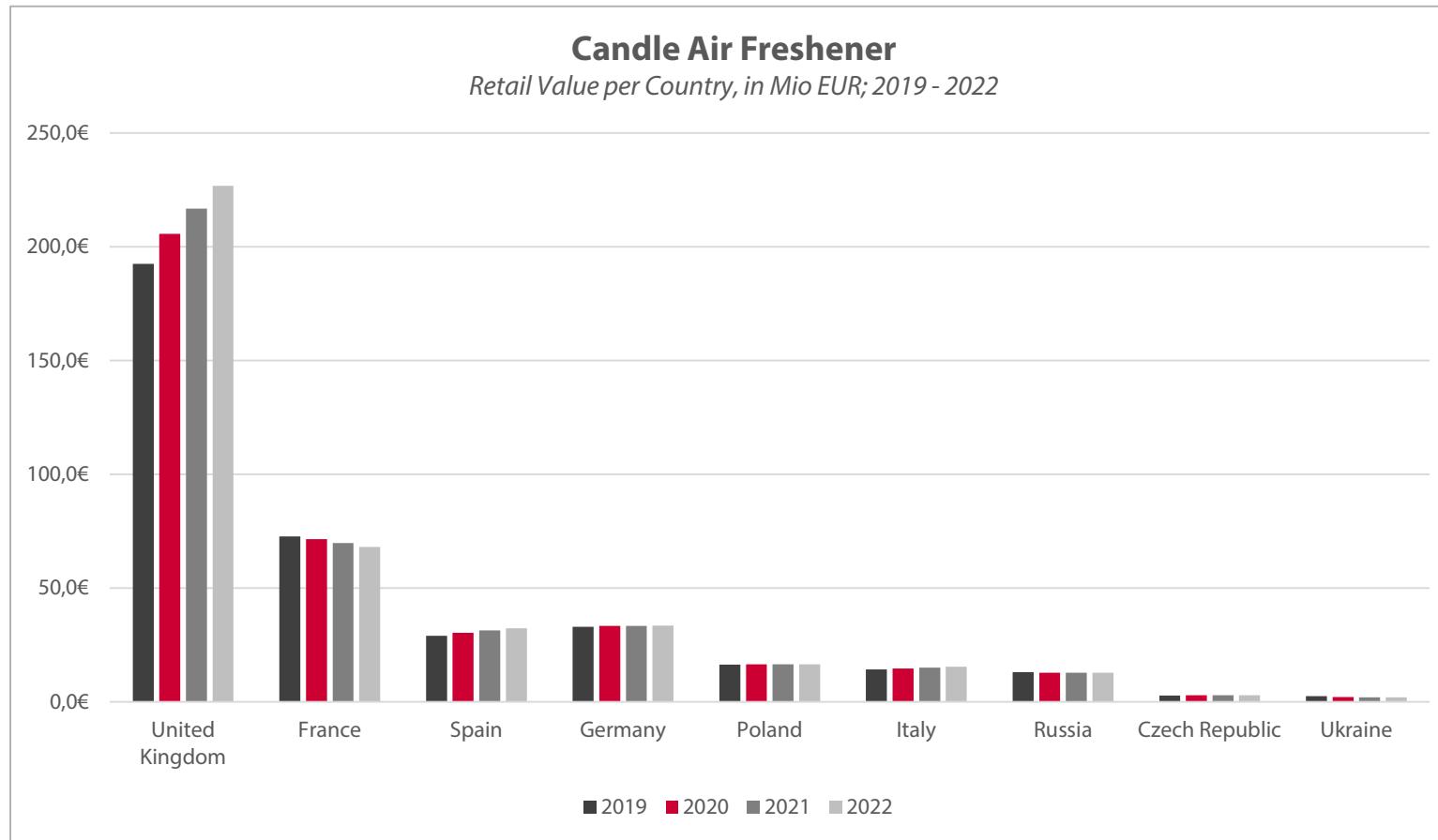


Understanding the market and being aware of the current situation is a vital requirement, for being successful in the candle and reed segment.

In the following, please find a market overview of the candle and reed category for the European region.



Market Size – Candle Air Freshener



Opportunities Air Freshener Market

1

Tap into wellbeing needs

*Consumers are increasingly looking for products that offer more than just functional benefits, but can also meet **health and wellness requirements**.*

2

Focus on ingredients

*Consumers are increasingly looking to **reduce their exposure to chemicals** in all aspects of their lives. Air care brands need to embrace this trend by reformulating with **more natural ingredients** and **removing unwanted synthetics**.*

3

Expand fragrance portfolio

*Air care consumers are always looking for new and interesting fragrances and brands need to meet this demand with **innovative fragrances**. Some new examples include tomato, ginger and fig.*

HEALTH BENEFITS
78%
of air care users in Spain
would use essential oils with
specific health benefits.

1 Tap Into Wellbeing Needs

Air care needs to cater to consumers emotional needs

As consumers' lifestyles and needs evolve, they are increasingly seeking solutions to help them promote their **emotional wellbeing** in a natural and holistic way. Aromatherapy has a reputation for helping to **prevent or postpone** lifestyle-related conditions, such as **stress, depression and dementia** while **boosting brain power** and **working efficiency**.

The aromatherapy claim features in 11% of Air Care NPD* in the 12 months to March 2020.

Relax and unwind
Meraki Sandcastles & Sunsets Diffuser is designed with a blend of fragrances to help relax, unwind and to create a more tranquil atmosphere for the home

Company: Meraki, Denmark
Brand: Meraki Sandcastles & Sunsets
Category: Liquid Air Care/Candles
Price: 18,82€
Date Published: Feb 2020
Fragrance: Sunset



*NPD = New Product Development

NATURAL INGREDIENTS

69%

of adults in the UK who use air care products would rather buy products with natural ingredients than chemical-laden products.

2 Focus On Ingredients

Naturally sourced ingredients

Botanica by Air Wick Fresh Pineapple & Tunisian Rosemary Candle contains a fragrance crafted with natural, carefully sourced ingredients and responsibly sourced natural essential oils.



Company:

Brand:

Category:

Price:

Date Published: May 2020

Fragrance: Fresh Pineapple & Tunisian Rosemary

Growing number of botanical and herbal claims highlights a shift towards more natural air care products

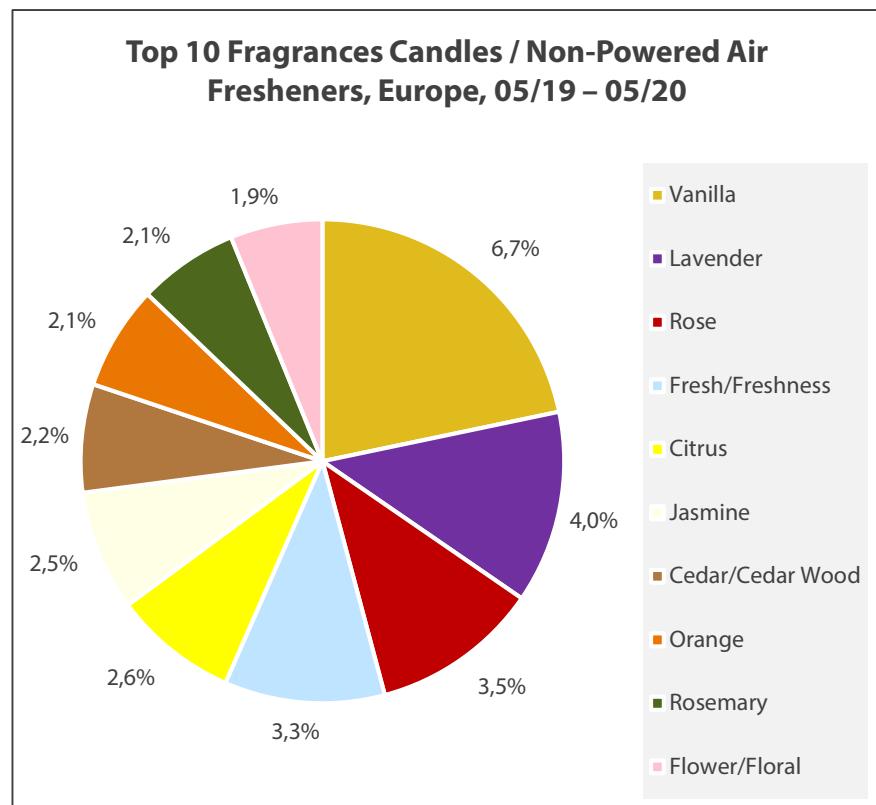
With the rise in health and environmental concerns among consumers, there is **increasing scrutiny being placed on the ingredient composition** of air care products. Brands are responding by **innovating with ingredients from nature**, rather than synthetic compounds, which will ease consumer concern over the ingredient composition.

The **botanical and herbal claim** has seen a **doubling of launches** over the last five years, up 16 percentage points and featuring in 32% of product launches in the 12 months to March 2020.

The meteoric rise of the botanical and herbal claim highlights how brands are using plant-based ingredients to **communicate a safer and more natural air care product**.

3 Expand Fragrance Portfolio

Controlling odour remains a key purchase driver, while new fragrance innovation keeps the category exciting. Novel scents can keep consumers engaged. The Top 10 Fragrances in Europe are well-known scents and give room for more innovation.



Fig, currant leaves and flowers

The unique fragrance combines sweet fig aroma with fruity fresh currant leaves and flowers. The scent changes as it burns. As soon as it is lit, the candle exudes a subtle fig scent, after about ten minutes the scent of currant leaves is added. If the candle is hot, clear floral notes are visible.

Company: Yope, Poland
Brand: Yope
Category: Air Care/Candles
Price: 18,99€
Date Published: Dec 2019
Fragrance: Fig



Further Interesting Market Products



Company: Kneipp-Werke, Belgium
Brand: Kneipp World of Fragrances
Category: Air Care/Candles
Price: 7,99€
Date Published: Mar 2020
Fragrance: Watermint & Rosemary

This **aromatherapy** competent product contains natural rosemary essential oil and is said to offer a minty fresh, activating fragrance inspired by nature, to **relieve stress, creating a feel-good atmosphere.**



Company: Devineau, France
Brand: Devineau Esprit & Sens
Category: Air Care/Candles
Price: 7,90€
Date Published: Jul 2020
Fragrance: Mint & Lemon

Made in France with **organic** peppermint and lemon essential oils, 100% rapeseed wax, and a 100% cotton wick.



Company: Yankee Candle, UK
Brand: Yankee Candle Food & Spice Rainbow Cookie
Category: Air Care/Candles
Price: 7,90€
Date Published: May 2020
Fragrance: Rainbow Cookie

Features **pure and natural extracts** and offers an **extraordinary scent**.

Further Interesting Market Products



Company: Rituals Cosmetics, Netherlands
Brand: The Ritual of Jing Relax Sacred Lotus & Jujube
Category: Air Care/Candles
Price: 6,72€
Date Published: Apr 2020
Fragrance: Lotus & Jujube

The fragrance, especially lotus, is described as pure and perfect, symbolizing enlightenment and spiritual purity. Jujube seeds are a component of traditional Chinese medicine to **balance the state of mind and reduce stress**.



Company: Nocibé, France
Brand: Home Spa Mystery of Hamman
Category: Air Care/Candles
Price: 5,16€
Date Published: Mar 2020
Fragrance: Mystery & Hammam

Is said to set a **cosy atmosphere**, and release a delicate bouquet with sweet rose, woody saffron and sandalwood notes in the room



Company: DM Drogerie Markt, Germany
Brand: DM Profissimo
Category: Air Care/Candles
Price: 1,75€
Date Published: Jul 2020
Fragrance: Pink Lemonade

The scented candle is said to offer the **sparkling sweet fragrance** of red fruits.

Contact

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