



spark<sup>®</sup>  
IGNITES CREATIVITY  
INSPIRES SENSES

# FRAGRANCE TRENDS 2022/2023

Inspiration for innovative personal care products

# Bell's Fragrance Trends 2022/2023



# MEET OUR GLOBAL SPARK TRENDS



## FINDING SILVER LININGS

Treat Ourselves With Delight



## WELL BALANCED

A New Lense Of Optimal Holistic Health



## ESCAPISM

New Realities Through The Senses



## GLOBAL CONSCIOUSNESS

Pay It Forward To Mother Earth



## TOGETHER APART

New Concepts Of Togetherness

Bell's "Spark" trend programme has been providing a framework for our fragrance and flavour concepts since 2021. As different as preferences across the world may be, our **macro trends** capture the essence of the global consumer spirit – today and in the years to come.

# Bell's Fragrance Trends 2022/2023

## MACRO TRENDS

## MICRO TRENDS



**WELL BALANCED**  
A New Lense Of Optimal Holistic Health



**FINDING SILVER LININGS**  
Treat Ourselves With Delight



**ESCAPISM**  
New Realities Through The Senses



**GLOBAL CONSCIOUSNESS**  
Pay It Forward To Mother Earth



**TOGETHER APART**  
New Concepts Of Togetherness

- Self Care
- **Moods & Emotions**
- Protection
- Nostalgia
- **Homestyle**
- Enjoying Rewards
- Getaway
- **Rediscover**
- Multisensorial
- Hyper Local
- Essentially Organic
- Plant-Based Everything
- Innovation
- Connectivity
- The Joy of Missing Out



# MOODS & EMOTIONS



There is one thing Bell is perfectly sure of for 2022/2023: We will all strive for a little more FEEL-GOOD MOOD. That's why our perfumers have created new fragrance compositions that are guaranteed to provide us with moments full of happiness. Let's boost our moods!

**# TREND 1**  
**FEEL-GOOD MOOD**

# FEEL-GOOD MOOD

- basic desire of consumers to feel joyful and lighthearted and to enjoy happy moments in everyday life
- positive feelings for good mental health
- “feel-good” fragrances to improve the mood and reduce stress



**# TREND 1  
FEEL-GOOD MOOD**



# FEEL-GOOD MOOD



**WELL BALANCED**  
A New Lense Of Optimal Holistic Health

## What's Driving the Trend?

Many consumers would like to feel **happier** and **more satisfied with their lives**. This has not been made any easier by the continuing **COVID-19 pandemic** and the stress it has caused for most people. **Mental health** has continued to gain in significance alongside physical health.

There is a strong trend towards products that can have a **positive effect** on one's **feelings and emotions** – which can **boost the mood** and **increase energy levels**.



# MENTAL HEALTH IS MORE IMPORTANT THAN EVER



An increasing number of people are suffering from symptoms of psychological distress. Worldwide, the COVID-19 pandemic has led to more people experiencing **negative feelings** such as **stress** and **anxiety**. The number of people with symptoms of **depression** is also growing.

It is more important than ever that we not only look after our physical health but also our **mental condition**.

## COVID'S MENTAL STRESS

The percentage of people experiencing symptoms of depression and anxiety has surged amid the COVID-19 pandemic, data from nationally representative surveys show.

■ Before pandemic ■ During pandemic

### UK adults reporting symptoms of depression



### US adults reporting symptoms of anxiety or depression



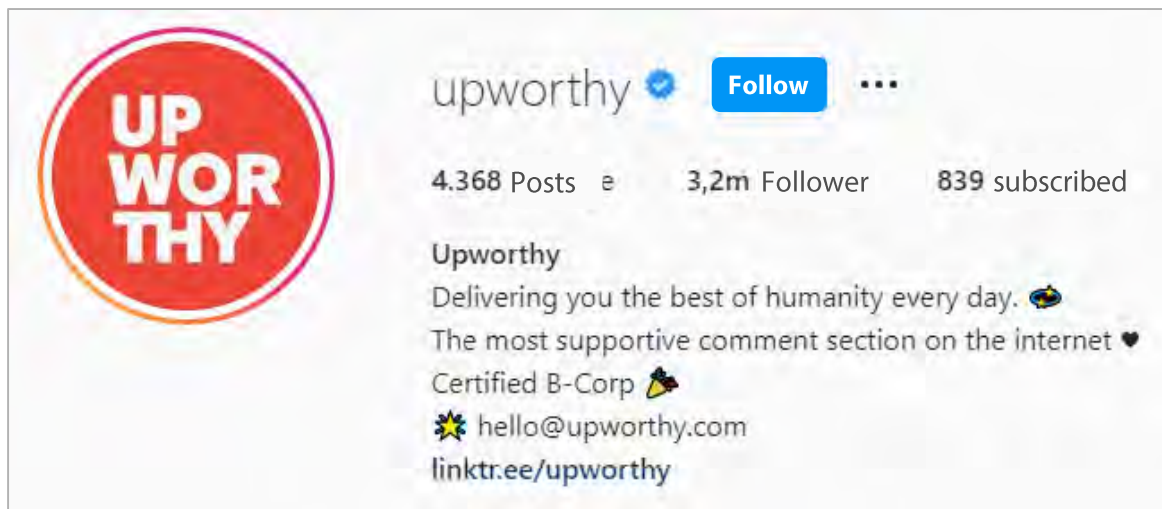
©nature

# JOY: ANTIDOTE TO THE COVID BLUES

After the worries of the pandemic years, there is hardly anyone who is not longing for more **moments of happiness** and **lightheartedness** in daily routines.

**Mood-enhancing products** can trigger **positive emotions** and thus contribute to **higher levels of well-being**.

**#GoodVibesOnly #PositiveMindset #LifelsGood**



An example from the world of **social media**: channels posting positive news from the world are also a trend.

The Instagram channel "**Upworthy**" spreads good news and cheerful content to its **3.2 million followers** every day. (as of Dec 2021)



# FEEL-GOOD MOOD – SCENTS & COLOURS

- **Intensive colours** with the additional option of **pastel shades**, especially in hues of **orange, yellow and pink**
- **Scents that can boost your mood:**
  - **zesty citrus scents** such as lemon, orange, mandarin, grapefruit
  - **notes of juicy summer fruits**, e.g. exotic fruits
  - **floral scents** such as neroli, jasmine, rose, ylang-ylang
  - **fresh herbal scents**, especially rosemary and mint
  - **a touch of sweetness and warmth**, e.g. vanilla



## Colour Trends

## Fragrance Trends



# Market Products

Developed by experts to raise levels of happiness and energy.

**TRANSFORM YOUR MOOD**  
AROMATHERAPY REIMAGINED

SHOP NOW

SMELLS CITRUSY & UPLIFTING



## HIIT ME UP Mood-boosting spray

"with eucalyptus, bergamot and citrus essential oils from orange, lemon & lime"

## UPLIFTING Mood-boosting shower products

"citrusy, fruity-floral fragrance with top notes of zesty grapefruit, bergamot, rhubarb and red fruits [...] and a heart of peony and rose"



## HAPPY HIPPIY Shower gel

"Its uplifting citrus aroma contains pink grapefruit juice to revitalise both your skin and your Monday morning mindset."

# Market Products



**HAPPY SOUL**  
Shower gel  
organic apricot & mint



**LEICHT & UNBESCHWERT  
(CAREFREE)**  
Bubble bath  
organic apricot & mint



**CARPE DIEM**  
Soap bar  
grapefruit & lime

# Market Products



## JOIE DE VIVRE – FEEL GOOD Diffuser for essential oils

"A fragrant mix of pineapple, peach and wild mint to make sure you start every day with a smile."



## SCENT TO MAKE YOU HAPPY RANGE™



## THE MOOD BOOSTING ROUTINE Set containing personal care products, scented candle and air freshener

"An uplifting selection of products to make every day special. [...] with natural fragrance of mint and mandarin essential oils."



# FRAGRANCE & BOTANICAL RECOMMENDATION

## FEEL-GOOD MOOD



**6102105**

## HELLO HAPPINESS

**Top:**

ozonic, sparkling, rhubarb

**Heart:**

aldehydic, fruity, floral, grapefruit, sea buckthorn, apple blossom

**Base:**

balsamic, woody, coniferous, cedar, thuja

**2340156 Botanical Sea Buckthorn Gly (org)**



# FRAGRANCE & BOTANICAL RECOMMENDATION

## FEEL-GOOD MOOD



6102094

## CONFETTI RAIN

**Top:**  
green, palm leaves, pear

**Heart:**  
floral, fruity, violet, orange blossom, banana,  
papaya, pitaya

**Base:**  
creamy, powdery, woody, vanilla, musk, sandalwood

2340373 Botanical Grapefruit Peel A (org)



# HOMESTYLE



What could be better than being creative and feeling pure satisfaction? DIY is very much en vogue in 2022/2023. Our perfumers at Bell have already created the fragrances you will need.

**# TREND 2  
DO IT YOURSELF**

# DO IT YOURSELF

- handicrafts, homemade, DIY
- natural materials, terracotta, clay, leather, wood, rope
- painting, pottery, knitting, macrame
- woven, knotted, naturally connected
- enjoying the calm and relaxation of "doing it yourself"



**# TREND 2**  
**DO IT YOURSELF**







**FINDING SILVER LININGS**  
Treat Ourselves With Delight

# DO IT YOURSELF

## What's Driving the Trend?

Many people feel the need for some DIY to compensate for their digital lifestyles and stressful daily lives.

DIY is not new, but has recently become a trend once again and includes everything from repairing your bicycle or baking a cake to growing herbs on the balcony. The DIY trend has now become stronger than ever. It is no longer just about making something useful and saving money when baking cupcakes with fancy decorations from icing sugar, sewing stylish bags and crocheting woolly hats. It is much more about the feeling of winding down after a stressful day and also comes with the option of booking a workshop and having some fun together with friends or colleagues.



# CREATIVITY WORKS BEST WITHOUT PRESSURE

Behavioural scientists claim that people today are not any more creative than they were in the past. There are just more people today who would like to try. They have a growing desire to **fulfil their individual potential** and invite the critical opinion of others on platforms such as Pinterest. The researchers are convinced that the **DIY trend will continue** in the coming years.

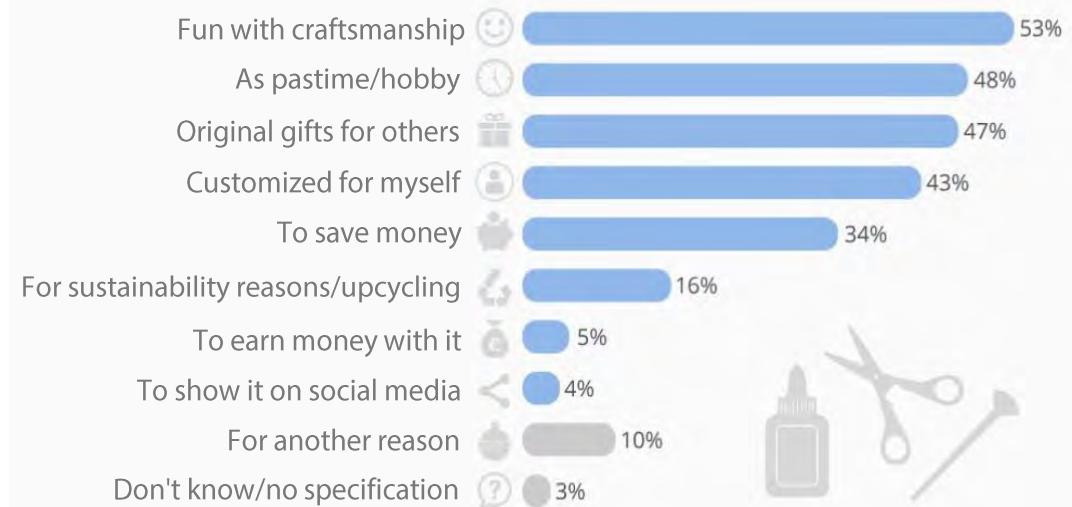


The current DIY trend has become mainstream.

The latest survey by YouGov and Statista reveals the reasons why people in Germany like handicrafts:

## DIY: What the Germans tinker for themselves

Why do you manufacture things by yourself?

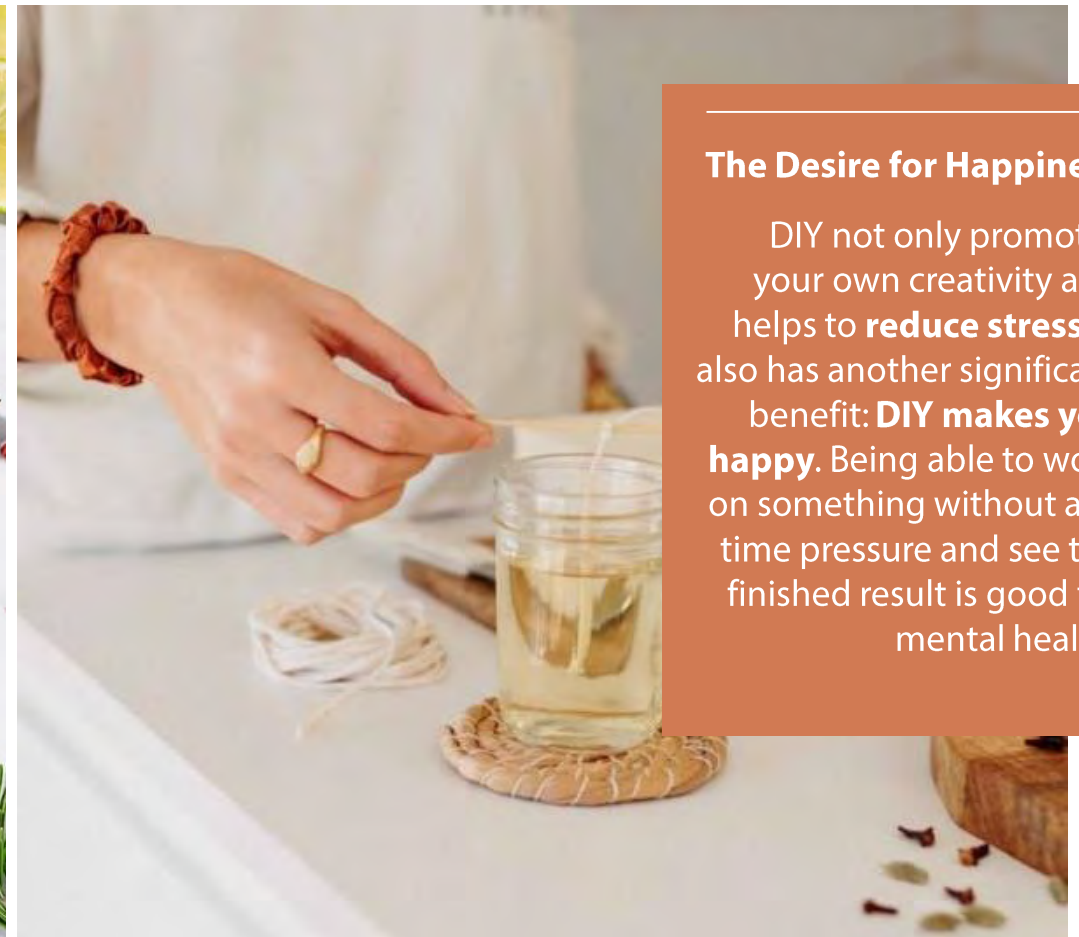
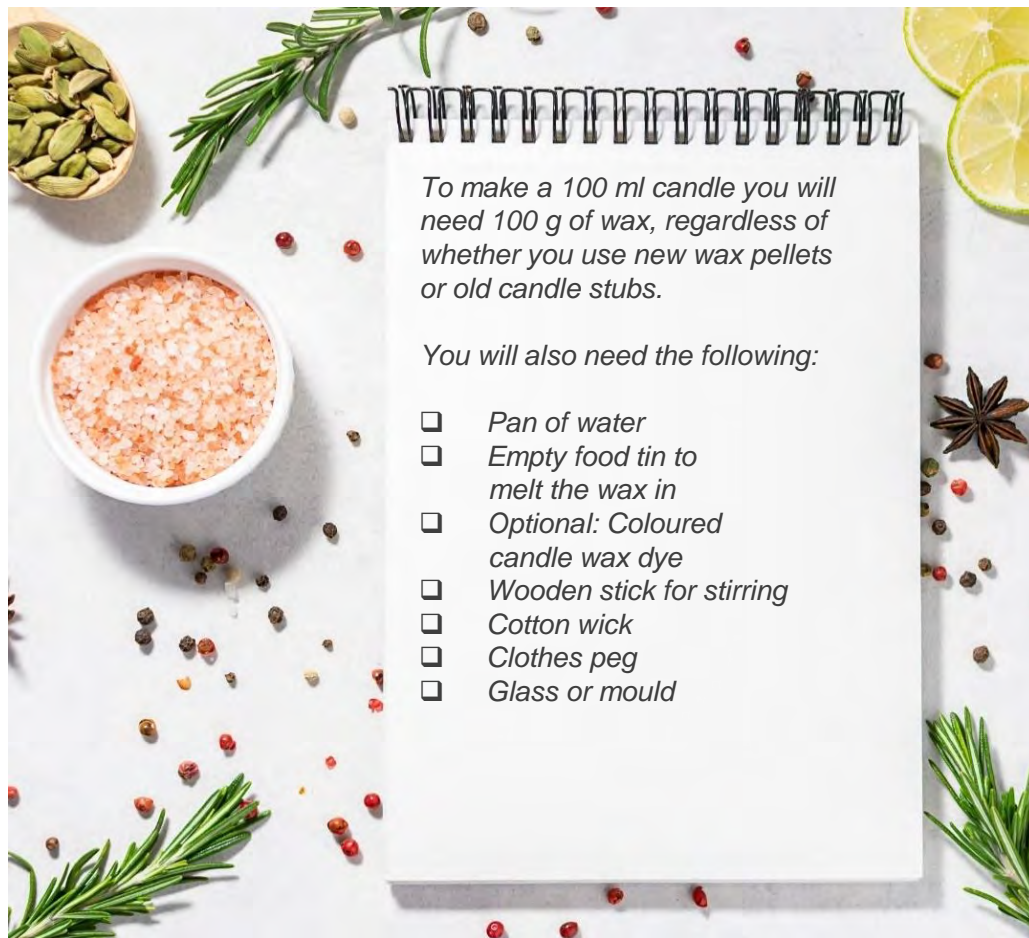


Basis: 895 respondents from Germany (aged 18 and over), 30.06.-04.07.2017, multiple answers possible  
Source: YouGov



# DIY IN BEAUTY AND HOUSEHOLD

The current trend in homemade items has also reached cosmetics and household cleaning products. An increasing number of people would like to make washing powder, cosmetics and candles themselves to ensure they know what ingredients are being used. Growing consumer awareness of environmental issues has contributed significantly to this trend.



## The Desire for Happiness

DIY not only promotes your own creativity and helps to **reduce stress**, it also has another significant benefit: **DIY makes you happy**. Being able to work on something without any time pressure and see the finished result is good for mental health.

# DO IT YOURSELF – SCENTS & COLOURS

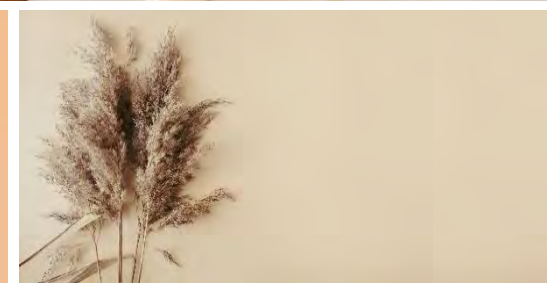
## Fragrance Trends

- natural, soft and warm notes
- gourmand notes, leather, hints of wood



## Colour Trends

- earthy colours, brown, beige
- colours and fragrances from nature



# Market Products



## Body Butter DIY Box

Make your own personal care natural cosmetics! All the ingredients you need to mix your own thick body butter are in the box – fast, easy and environmentally friendly.

## Deodorant DIY Box

The DIY deodorant contains environmentally friendly ingredients that are gentle on the skin and free from aluminium. No toxic materials, no aluminium and no microplastics! Just 4 pure organic ingredients plus optional essential oils to create your favourite fragrance.

**Washing Powder DIY Box**  
A wonderful way to make every day a zero waste day.



# Market Products



**Florame DIY Anti-Ageing Set**  
For creating face cream, hand cream or hair care products.



**GLOREX**  
Creative set for making candles

# Market Products



## Magic Cleaning Box Classic DIY Set

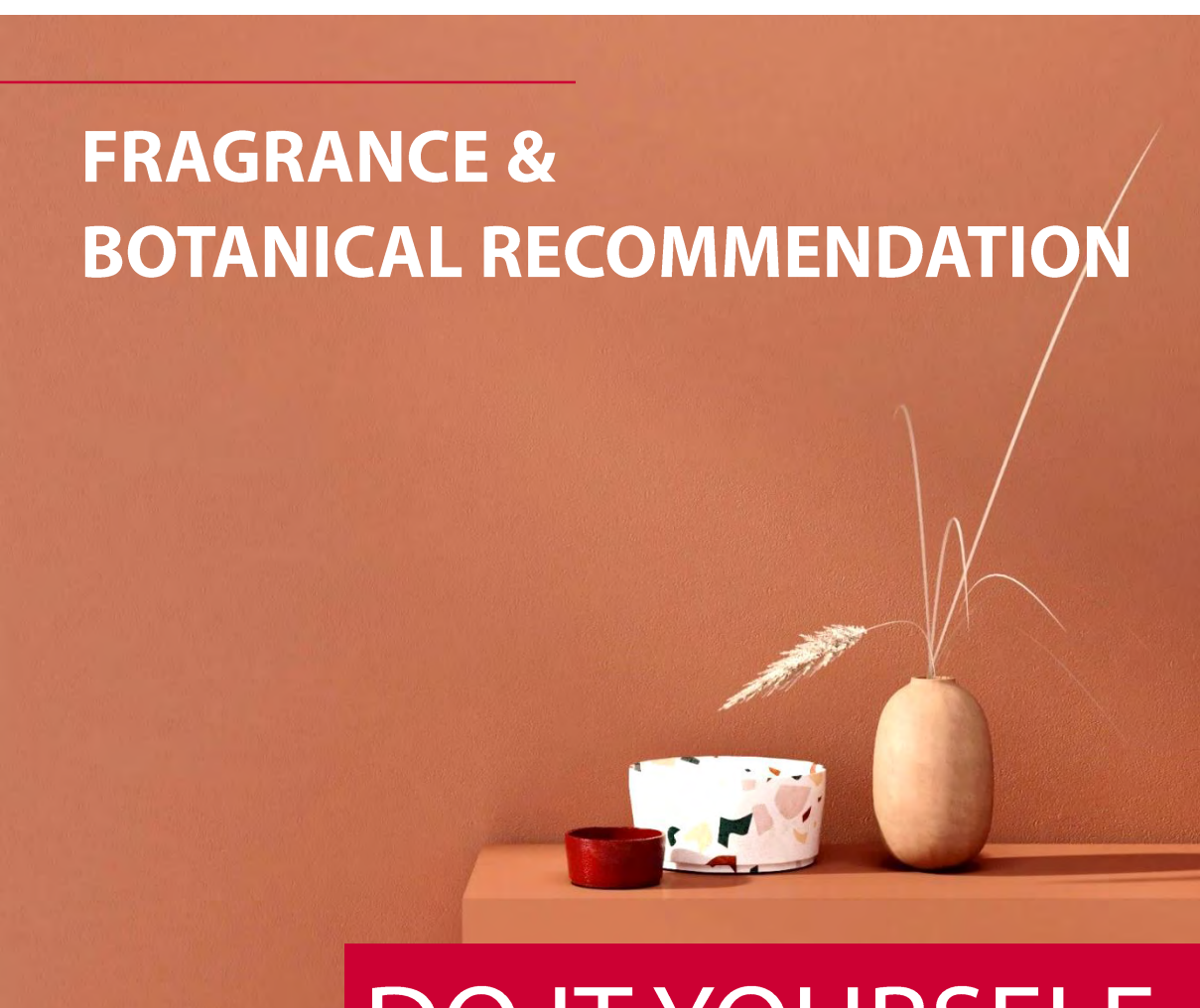
Recipes, labels, measuring equipment and ingredients for 10 sustainable cleaning and washing detergents.



## Diacleanshop DIY Cleaning Set

Use these components to easily make your own cleaning products using citric acid powder (1.5 kg), bicarbonate of soda (2 kg) and grated curd soap (150 g). Mix an all-purpose cleaner, lime cleaner or just use them straight.

# FRAGRANCE & BOTANICAL RECOMMENDATION



DO IT YOURSELF



6102100

FINDING BALANCE

**Top:**

light, green, steppe grass

**Heart:**

fruity, floral, creamy, lily, peach blossom,  
cream caramel

**Base:**

balsamic, soft, woody, tonka, musk,  
sandalwood, patchouli

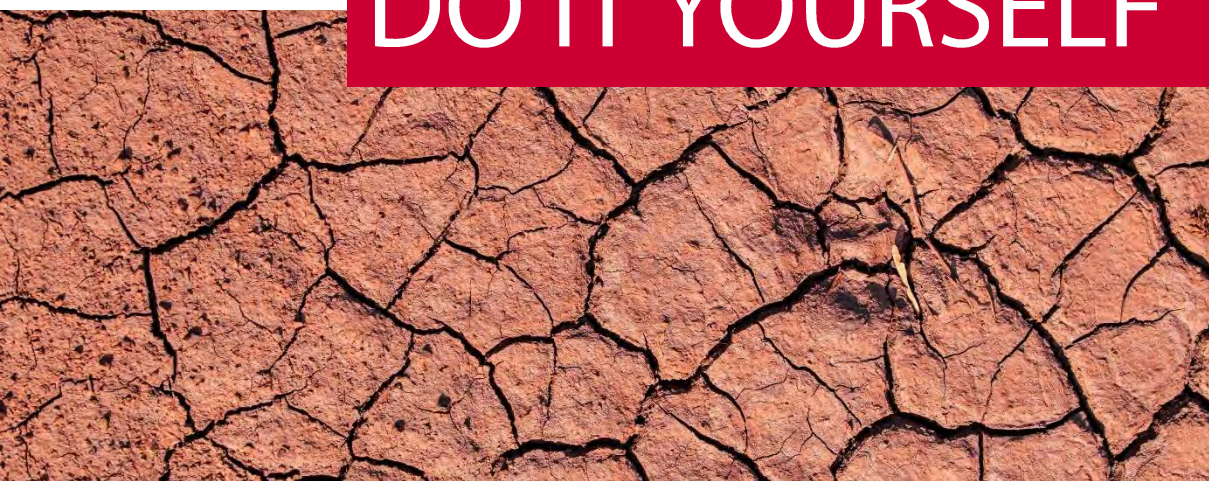
**Botanical: 0485311 Almond Milk A (org)**



# FRAGRANCE & BOTANICAL RECOMMENDATION



DO IT YOURSELF



6102102

## TERRACOTTA TREASURE

**Top:**

watery, fruity, guava

**Heart:**

fruity, floral, spicy, strawberry, violet, saffron

**Base:**

ambery, woody, soft, warm, red earth, cedar, musk

**Botanical: 0486517 Driftwood Blend A**

# REDISCOVER



We all know how it feels to long for nature and the freedom it brings. Nature is an endless source of new energy. Our perfumers here at Bell have translated this energy into fragrance profiles to pave the way for a new beginning in 2022/2023.

**# TREND 3**  
**A NEED FOR NATURE**



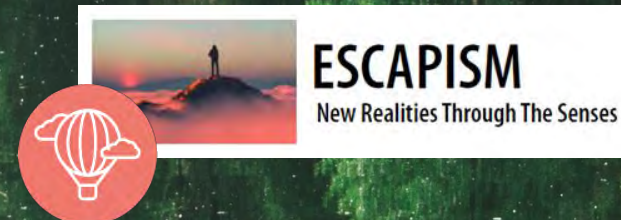
# A NEED FOR NATURE

- a new appreciation of nature
- nature as a place to relax, take some time out or find micro-adventures



**# TREND 3**  
**A NEED FOR NATURE**

# A NEED FOR NATURE



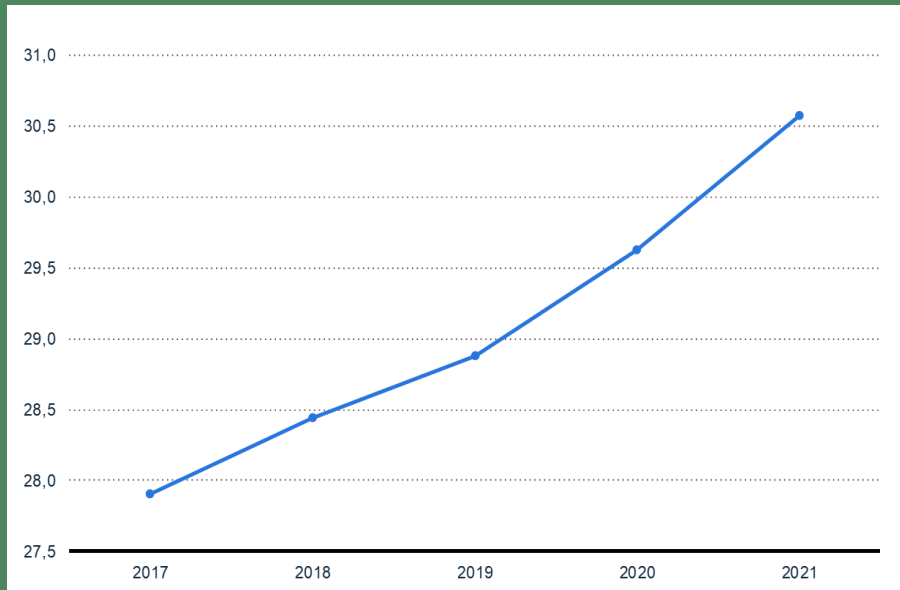
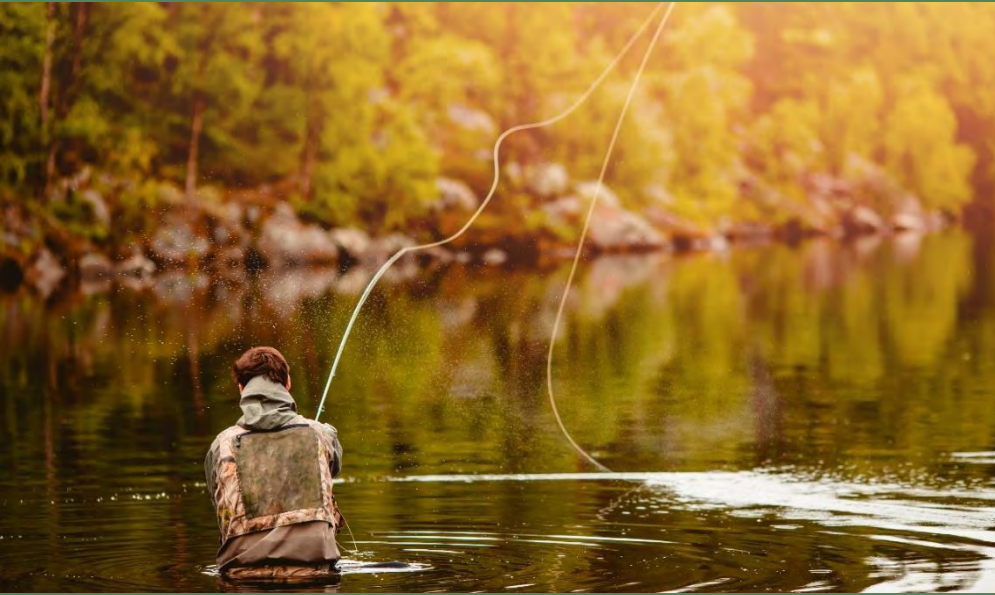
## What's Driving the Trend?

When the world was **forced to stop** turning during the **COVID-19 crisis**, this not only gave our planet the chance to take a breath – it also triggered a **new awareness** of how we treat our natural resources.

The global emergency clearly showed that each one of us is a **living part of our planet's overall ecological system** and **that we benefit from Mother Nature.**



# A NEW APPRECIATION OF NATURE



*Number of people in Germany who say it is important for them to spend time in nature, from 2017 to 2021 (in millions)*



This **new appreciation** of nature has led to more and more people seeking **balance** in natural surroundings.

Personal and household care products such as candles tap into consumers' new affinity for nature.

# NATURE AS A HEALTH RESOURCE

*"This is what infinity feels like"*

Both the **rhythmic sound** and **bright blue colours** of the sea have a **calming effect** by measurably lowering our pulse and blood pressure.



Studies have confirmed that the colour green has a significantly **relaxing effect** on us. We associate green with words such as **nature, freshness, vitality and summer.**



# A NEED FOR NATURE – SCENTS & COLOURS

## Fragrance Trends

Green, fresh forest fragrances and the scent of musky wood remind us of walks through the woods, whereas refreshing, aquatic fragrance profiles make us want to take a trip to a mountain lake or the sea.



## Colour Trends

Greeny blue colour palettes, natural themes and advertising claims based on nature can revive happy moments from long-forgotten natural experiences and invite to new adventures in nature.





**SKOG Glamping Kit**  
Shower gel, body lotion, hand cream

Notes of pine, fir, birch sap and lily of the valley, Skog (translation: "forest") represents the magical scents of the Scandinavian wilderness



**FOREST ADVENTURE**  
Shower gel

With spicy scents and forest-inspired botanicals such as birch, fir and beech



**FOREST EXPLORER**  
Shower gel

With fresh-tart scent

**NATURE FEELING**  
2-in-1 shower gel

With a refreshing green fragrance that creates a calming natural atmosphere right inside your shower



**Market Products**



# Market Products



**EXTREME ALPINE**  
 Shower gel & deodorant  
 Eucalyptus, cedarwood  
 & lavender

**EXTREME SURFING**  
 Shower gel & deodorant  
 Wild thyme, eucalyptus, sea  
 breeze and green mandarin

**NATURFREUDE  
 (JOY OF NATURE)**  
**Bath salts**  
 Bathe in the forest  
 with organic  
 honeysuckle  
 blossom botanicals  
 and a fresh  
 woodland scent.



**TREETS BUBBLE**  
**Bubble bath**  
 Turn your bath  
 into a green  
 lagoon with an  
 amazing tropical  
 scent.



**TAG AM MEER  
 (A DAY BY THE SEA)**  
**Bath additive**  
 Coconut oil and a  
 summery scent will  
 bring the beach to  
 your bath tub!



## NORDIC FOREST

### Natural all-purpose cleaner

The fragrance of this cleaner will whisk you away to a summer day in the forest.



## ADVENTURER

### Scented candle

A rich woody mix with a hint of musk, fresh mint and the scent of cedar will transport you straight to the forest.



AVA&MAY DUFTKERZEN & DUFTSTÄBCHEN

## Adventurer Duftkerze

# Market Products



## NATURWELT (NATURAL WORLD)

### Scented candle

A unique fragrance reminiscent of aromatic cedar forests and impressive mountain landscapes.



## BERGLUFT (MOUNTAIN AIR)

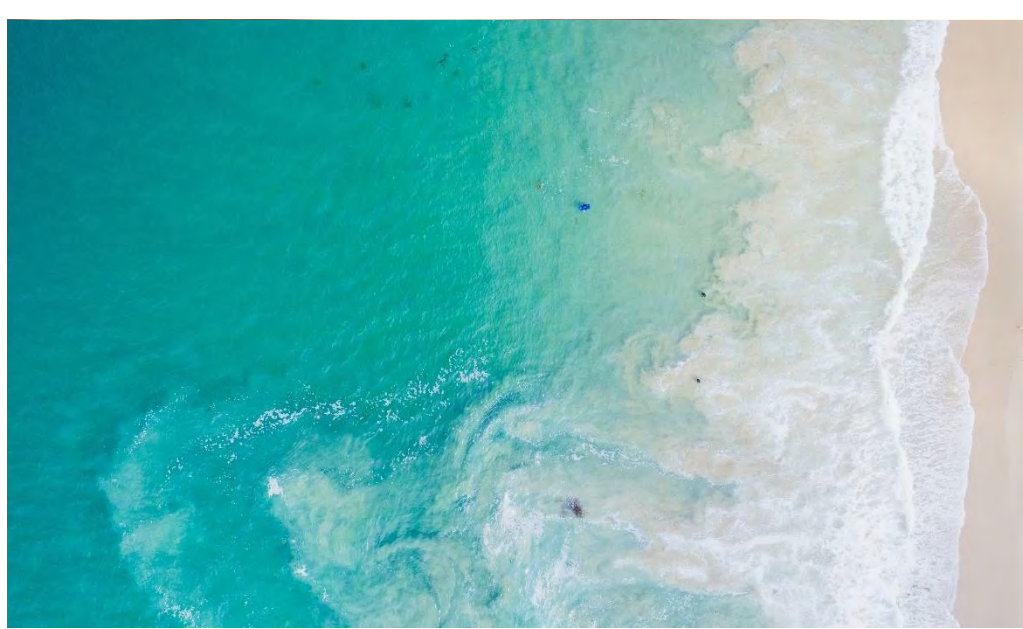
### Scented candle

Forest-fresh fragrance of stone pine needles, juniper twigs and lemon peel, reminiscent of a hike in the mountains.



# FRAGRANCE & BOTANICAL RECOMMENDATION

A NEED FOR NATURE



## 6102077 AQUATIC INFINITY

**Top:**  
aldehydic, fresh, herbal, eucalyptus

**Heart:**  
watery, floral, salt water, violet

**Base:**  
woody, soft, spicy, musk, ambergris, clove

**Botanical: 0485699 Botanical Crystal Water A**



# FRAGRANCE & BOTANICAL RECOMMENDATION

## A NEED FOR NATURE



**6102093**

## INTO THE WOODS

**Top:**  
sparkling, aldehydic, green, bergamot

**Heart:**  
herbal, coniferous, woody, spruce, lavender, cedar

**Base:**  
balsamic, tonka, musk

**Botanical: 2340350 Botanical Pine Gly (org)**

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