



LIVING DIVERSITY

NEWTALGIA

FRAGRANCE TRENDS 2023/2024

Inspiration for innovative personal care products



Bell's Fragrance Trends 2023/2024

Since 2015, Bell's Spark Trends platform has provided the origin of imagination. It's the source of what's possible. It's the essence of creativity and the future of influential trends in the flavor and fragrance industries. Spark provides a unique one-stop guide to what's next in today's rapidly changing consumer landscape. Bell's Spark Trends platform continues to track five key consumer Macro Trends that are impacting consumers today and in the future. These Macro Trends, collectively identified by our global marketing teams, represent the core behavioral values shared by all humans.

MACRO TRENDS

NEW HORIZONS

The Union of Imagination and Technology



NATURE R*EVOLUTION

The New Dawn of 'Green' Innovation



A BETTER ME

A Health-Forward Look at the Best You



360° REWARDS

Tantalizing Curiosities and Permissible Indulgences



TREE OF LIFE

United by Cultural Roots



BELL EUROPE MICRO TRENDS 2023/2024

Bell Europe has selected two macro trends to illuminate in more detail. Based on our research, we have developed micro trends that will be particularly present in the coming season.

» NEWSTALGIA

» LIVING DIVERSITY

360° REWARDS » NEWSTALGIA

360° REWARDS

**TANTALIZING
CURIOSITIES AND
PERMISSIBLE
INDULGENCES**

NEWSTALGIA

Retro Artisan Collabs Icons Seasonal

As new spins on nostalgia make waves, these desires include journeying to the past, visiting a favorite season or reliving comforting moments for well-deserved escapes.

TREE OF LIFE » LIVING DIVERSITY



TREE OF LIFE

**CONNECTED
BY THE ROOTS
OF OUR CULTURES**

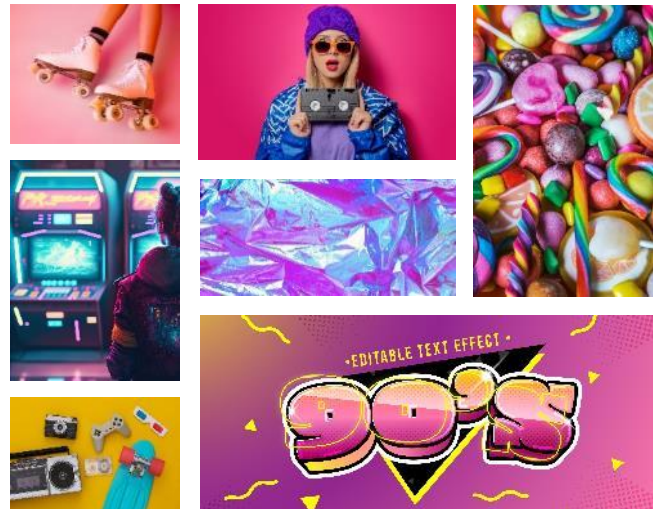
LIVING DIVERSITY

We are experiencing a paradigm shift. Consumers are acting as powerful agents of change, prioritising those brands that actually 'walk the walk' in creating a diverse future.

 <p>Supply Chain</p>	 <p>Biodegradable</p>	 <p>Positive Footprint</p>	 <p>Diversity</p>	 <p>Localization</p>
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NEWTALGIA

TREND 1



Comeback of the 90s - a little nostalgia is quite good for everyone. It is difficult to define what exactly made the nineties so special, partly because of digitalisation. If we were still handling cassettes at the beginning of the decade, we were already saving up for the latest CD a little later. This decade is characterised above all by a rapid development. But everyone looks back on this wonderful time with lovely memories. Let's translate the good old days into a modern look.



NEWSTALGIA

WHAT'S DRIVING THE TREND?

The 90s are back: If you look around in the streets right now, you immediately feel beamed back to the 90s. Not only miniskirts, but also belly tops, oversize blazers and platform shoes, as well as many other trends, including beauty, are celebrating their comeback. The music of the 90s also remains unforgotten - Britney Spears, the Backstreet Boys or the Spice Girls can't be missing from any good party or playlist today. Therefore, it's worth digging through old boxes and pulling out the chunky sneakers, the blue mascara and the colorful eye shadow and going for a spin on roller skates in the park.

DO YOU REMEMBER?

Music

Especially boy bands, such as the Backstreet Boys or Take That, had one hit after another and melted the hearts of many 90s kids. The hip-hop and grunge genre also shaped the era, not only musically, but also in fashion and beauty.

Technics

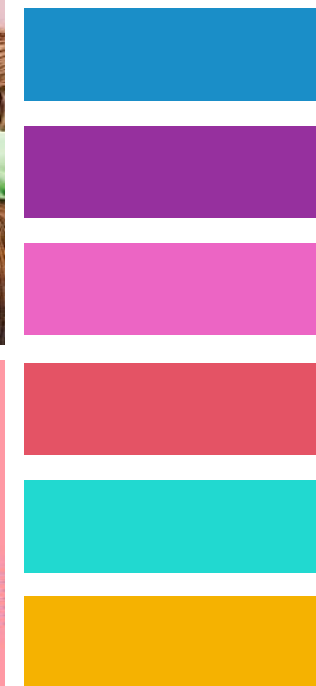
In addition to long-outdated technical highlights of the 90s - such as cassettes, Walkman and SMS - there is a retro must-have that is incredibly in demand even today: the instant camera. The first Game Boy, the first generation of the Playstation and the first cell phones also came onto the market in the 90s and laid the foundations for today's further developments.



NEWSTALGIA – SCENTS & COLOUR

FRAGRANCE TRENDS

The 90s were especially one thing: COLOURFUL. This was evident in clothing as well as in cosmetics and fragrances. When you think of fragrances from the 90s, you immediately remember the vanilla-scented lip gloss, fruity body mists, soft fresh-floral fabric softener and clouds of Elnett hairspray. Omnipresent the scent of vanilla and coconut and all the sweet perfumes.



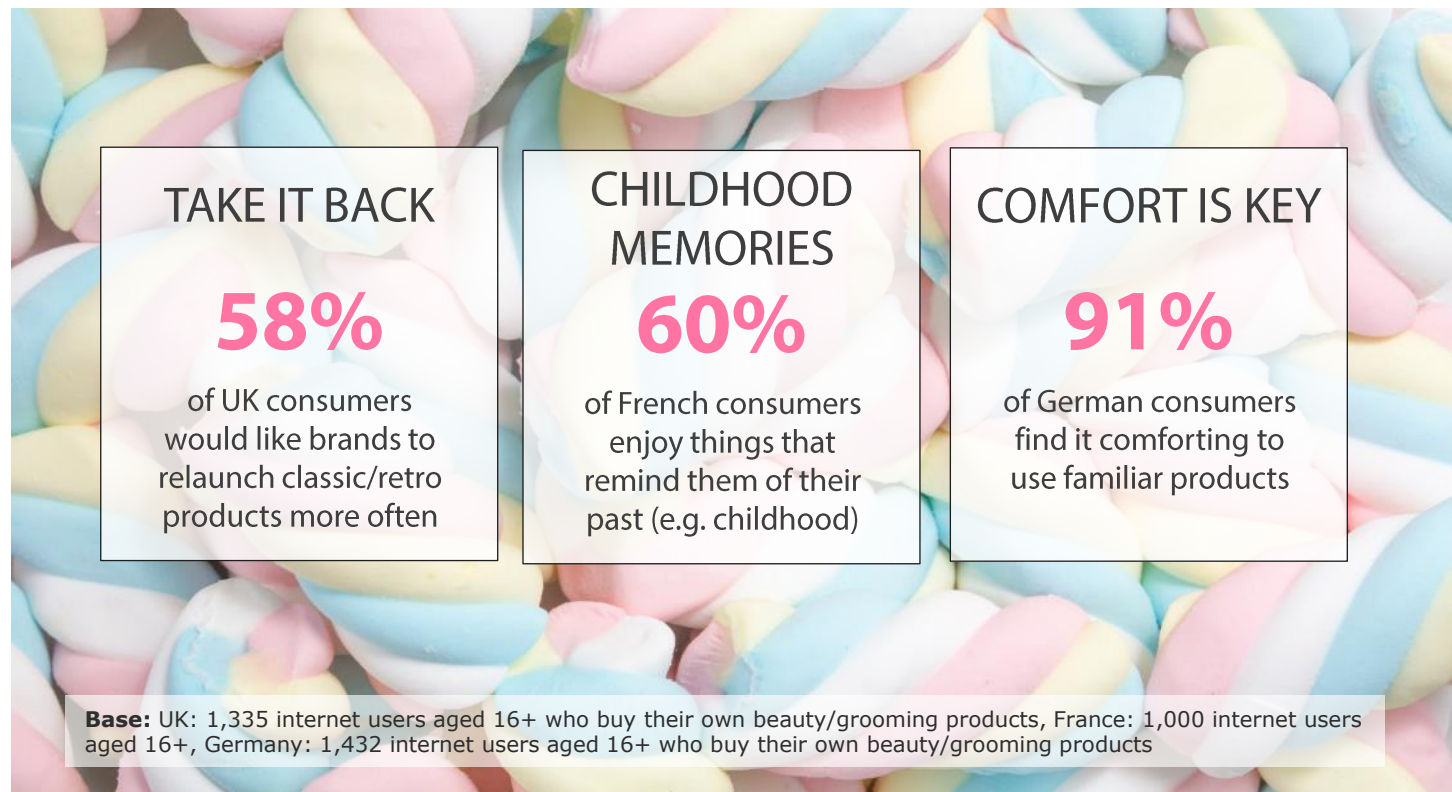
Consumers gladly remember the good times



Consumers look to the past to bring comfort to their lives, blending the old and new to create more memories without completely letting go of the past.



Consumers are attracted to products that convey a sense of familiarity and at the same time offer a fun factor.



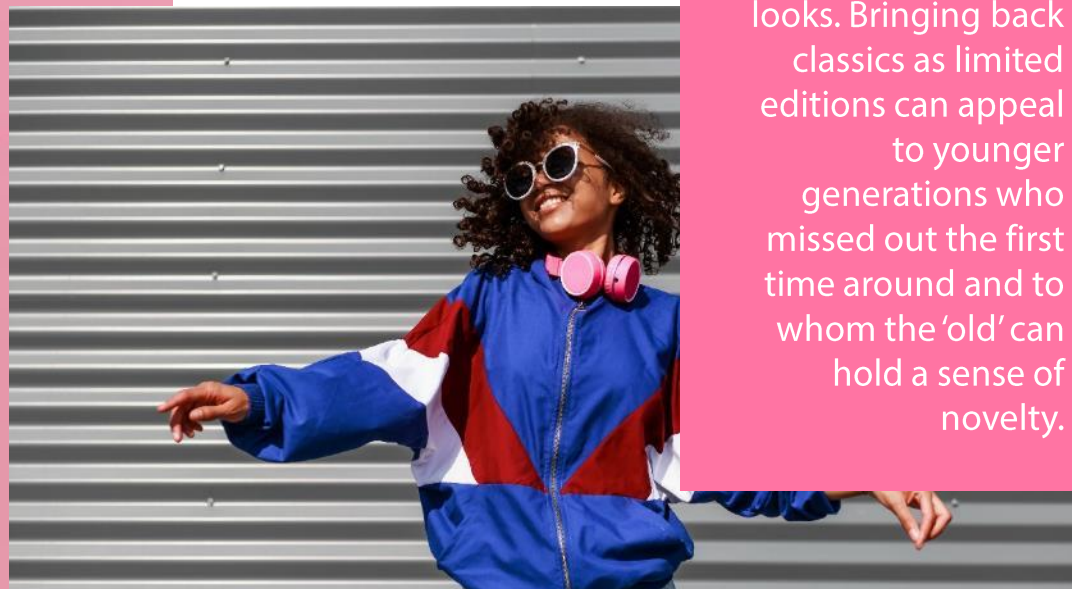
Never Say Never - Evoke feelings of nostalgia

Never mind if you weren't there the first time, nostalgia is a state of mind. In place of the nostalgia that flourished as a comfort blanket during the onset of recession, we're now seeing something else – fashions, objects and popular culture being fetishised for their age, by people too young to have experienced them when they first appeared. With the fast-paced nature of the contemporary marketplace and online culture, the cycle of when something becomes "nostalgic" is becoming shorter - romanticising the past can mean several decades ago, or just a few months ago.



The re-era

The beauty industry, like the fashion industry, is big on bringing back past looks. Bringing back classics as limited editions can appeal to younger generations who missed out the first time around and to whom the 'old' can hold a sense of novelty.



NEWSTALGIA

Retro Packaging And Nostalgic Collaborations Connect The Past With The Present



Eye-catching and colourful like the 90s is **Bubble Skincare** by Bubble Beauty

MARKET TRENDS



Revolution x The Simpsons Summer of Love Colour Cosmetics

As brands begin to collaborate with the beauty industry to launch new collections, they are able to provide consumers with bold shades and nostalgic names that remind them of their products' past. Collaborations with iconic toys and series are especially popular among Millennials, reminding them of a time when wearing make-up was about light-hearted fun and experimentation.

BACK IN THE
90s

NEWSTALGIA

Bath & Body Works #FlashbackFragrance Campaign



MARKET
TRENDS



Bath & Body Works, a brand that's still popular with millennials today, is joining in on the fun by bringing back some of their retired fragrances from both the 90s and 2000s. As part of Bath & Body Works #FlashbackFragrance campaign, all these intoxicating scents are returning to the shelves - as creams, fragrance mists, shower gels, and body lotions - just as we once knew them: White Tea & Ginger, Country Apple, Cucumber Melon, Plumeria, Pearberry, and Juniper Breeze.

NEWSTALGIA

Otherland's New Candle Collection Makes Our 90s Dreams Come True

Otherland perfectly captures the olfactory nostalgia of our favourite decade in the form of its latest candle collection, Carefree '90s. This collection is all about a throwback to simpler, nostalgic times, where the internet was new, lips were smackered, and our favourite spices were Baby, Scary, and Posh.



MARKET TRENDS

Carefree '90s spans three delectable scents that capture the easy, breezy, turn-of-the-century vibe: Dreamlight, Glosspop, and Blue Jean Baby

NEWTALGIA

Old But Gold – Products That We All Remember Are Still Or Again Available

MARKET TRENDS



Impulse
Body Fragrance
Vanilla Kisses



UdV – Ulric de Varens
Eau de Parfum
Mini Vanilla



Kuschelweich
Fabric Softener
Pink Kiss



Bettina Barty
Shower Gel Vanilla



Laura Biagiotti
Eau de Toilette



NEWSTALGIA

*Inspired by the multifaceted decade of the 90s,
Bell presents familiar and beloved fragrances in
a new modern look.*

0805777
**LAMBADA
SUMMER**

FRAGRANCE &
BOTANICAL
RECOMMENDATION



Top:
fresh, green, fruity

Heart:
fruity, floral, grape, gooseberry,
peach

Base:
sweet, vanilla

Botanical: 0485709 Summer Mix Blend Gly

6102390

COOL BUBBLE

FRAGRANCE &
BOTANICAL
RECOMMENDATION



Top:
tangy, fruity, melon, bergamot

Heart:
floral, cyclamen, rose

Base:
woody, sweet, vanilla, cedar

Botanical: 2340000 Botanical Watermelon Gly

6102391
**LAVA
BOUNCE**

FRAGRANCE &
BOTANICAL
RECOMMENDATION



Top:
tangy, green, fruity, leafy green,
kiwi

Heart:
fruity, floral, kiwi, acerola,
strawberry, violet, rose

Base:
sweet, soft, sugar, vanilla

Botanical: 0485725 Botanical Kiwi Gly

6102392 LIQUORICE POP

FRAGRANCE &
BOTANICAL
RECOMMENDATION



Top:
fresh, terpenic, black pepper

Heart:
aromatic, spicy, exotic licorice

Base:
soft, creamy, tonka bean

Botanical: 2340099 Botanical Licorice Gly

LIVING DIVERSITY

TREND 2

Diversity, equality and inclusion are issues that have been with us for a long time. But they are becoming more and more important. We value different backgrounds, skills and ways of thinking, and we want to be part of increasing the importance of these issues in the fragrance industry.

LIVING DIVERSITY

WHAT'S DRIVING THE TREND?

It is important to be present in public perception. Everything we perceive every day, such as images, statistics, videos, newspaper articles or news, helps us to classify things in everyday life - into good and bad, beautiful and ugly, normal and abnormal. Therefore, when something is consistently omitted and retouched, it seems negative. The demand for diversity is ultimately a desire for reality - visibility makes you strong.

- Diversity and inclusion trends gain traction and drive new product development
- Focus is on being gender neutral, suitable for the diverse market and supportive of minority groups
- People no longer want to be labelled: unisex perfumes and genderless scents are on the rise



LIVING DIVERSITY – SCENTS & COLOUR

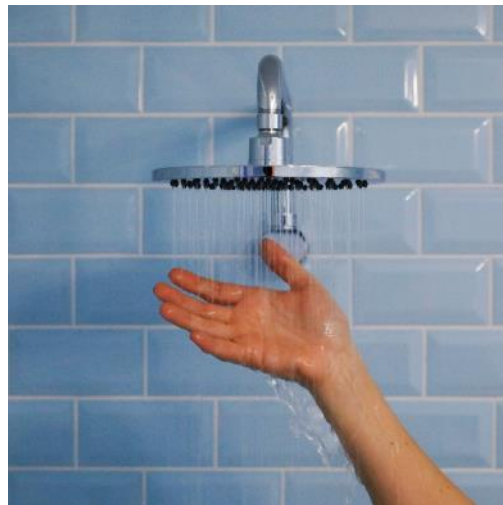
- A **multitude of colour and options**, all kind of bright and strong shades but also sleek modern looks in neutral nuances
- The rise of the third option: **Fragrances goes genderless/genderfluid**
- Unisex fragrance segment is creating **more options** for the **growing conscious consumer**
- A **mix of masculine and feminine fragrances** like Bergamot, Lemon, Vanilla, Pineapple, Musk, Cedar and Ambergris



COLOUR
TRENDS



FRAGRANCE
TRENDS



GENDER EQUALITY IN MARKETING



The latest Diversity Report from Shutterstock reveals the awareness of gender equality in marketing:

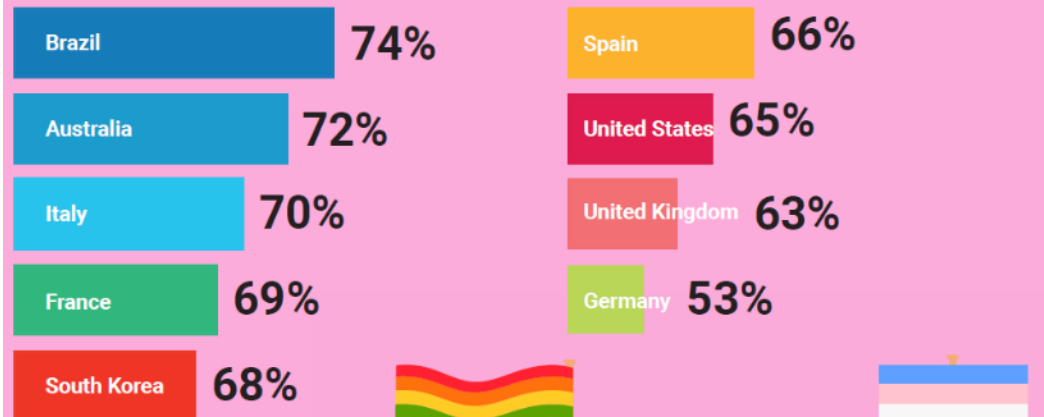
Most marketers surveyed agree that **gender equality** is an important factor when it comes to **marketing**, with **Brazil** leading the pack at **74%**, and **Germany** trailing at **53%**.

Still, more work needs to be done to translate that sentiment into wider action.



Transgender, gender-fluid, and non-binary representation matters. As we break barriers and challenge old norms, the media should reflect a gender landscape that includes his, hers, theirs, and beyond.

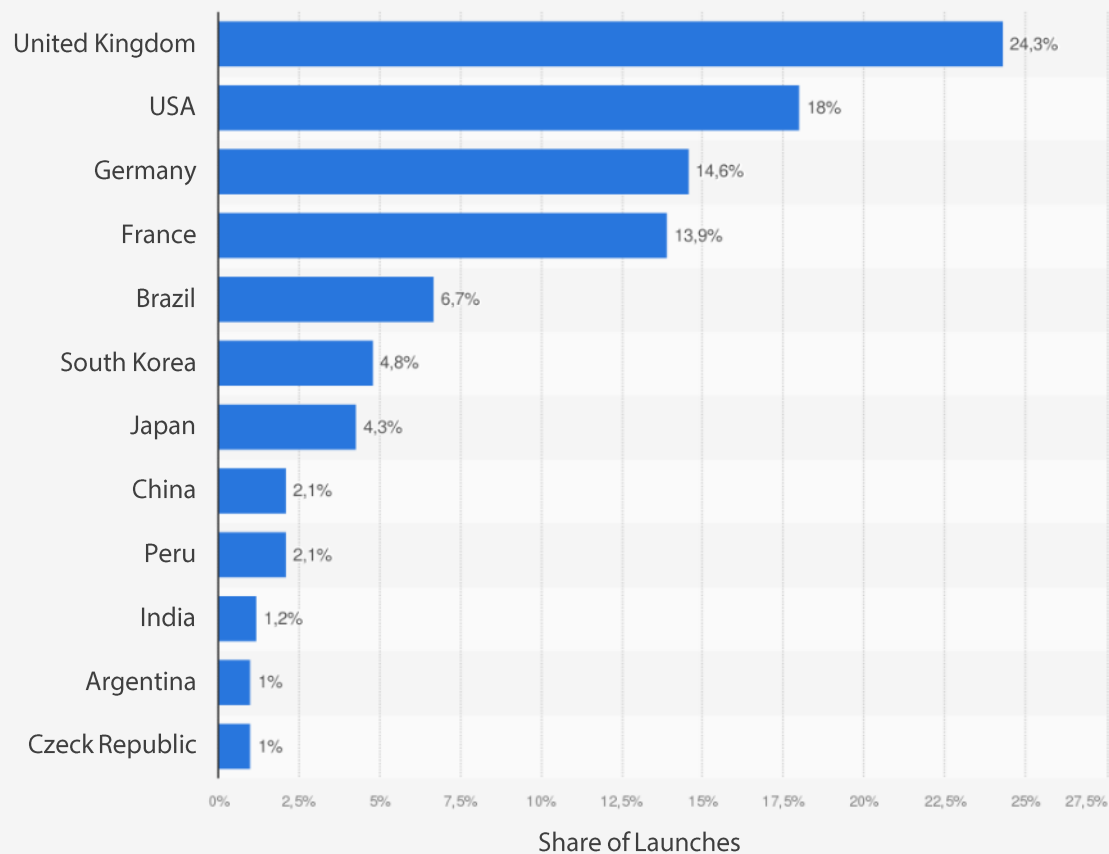
Agree that gender equality is an important factor when it comes to marketing campaigns:



THE TREND OF GENDER-NEUTRAL FRAGRANCES

According to Mintel, gender-neutral fragrance launches accounted for 17% of the market in 2018. In 2022, 59% more unisex fragrances were launched. This trend for de-gendering products has been on the rise in recent years. As a result, many brands are now offering unisex options in categories like fragrances, clothing and personal care, in order to appeal to a broader customer base since they are looking for inclusive and diverse products.

Share of selected countries with global launches of cosmetics and skin care products with unisex claim worldwide by 2021



In the **United Kingdom**, most of the new cosmetics and personal care products were launched with a unisex claim, with a share of **over 24%** in the period November 2016 to October 2021. **Germany's** share of global new launches of gender-neutral personal care products was **around 15%** in the same period.

LIVING DIVERSITY

MARKET
TRENDS



Celebrating Beauty Diversity with Limited Edition Body Washes

Every woman has a different idea of beauty. Dove wanted to bring this to life through their products. They have created a limited edition range of Dove Body Washes, as a reminder that beauty is diverse, and diversity is beautiful.

The Dove Real Beauty Pledge

1. Always feature real women, never models
2. portray women as they are in real life
3. Help girls build body confidence and self-esteem

LIVING DIVERSITY

MARKET
TRENDS

souldrops



SOULDROP

A brand of designer laundry products and detergents that encompasses everything young urban adults stand for today, from modern, edgy and diverse design to environmental consciousness.

CLEANGANG Set
“His Couture”
Detergent &
“Night Knight” Fabric
Softener for him
Laundry, that smells
masculine distinctive.
Flatters both male and
female noses.



TANDIL Men’s Stuff
With the Men’s Stuff
series developed
especially for men, a
fresh breeze is now
blowing in all kitchens
and bathrooms - and it
smells woody-masculine.



PURE DETERGENT
draws a line under
sweet-smelling floral
detergents. It is a high-
quality premium
detergent with high
standard: ease of use,
high effectiveness and
masculine fragrance.



LIVING DIVERSITY

DJUSIE

Products are carefully made of authentic botanicals.

Claim:

„There’s a good reason why no one else looks like you. Everyone is beautiful and equally valuable. Everyone deserves to be seen and heard as they are and be safe from all kinds of bullying. We want you to enjoy a balanced self-esteem. Be proud of who you are.“



**MARKT
TRENDS**

aétui - gender-neutral, vegan natural cosmetics

Skin care that starts from individual needs and uses the same content for women, men - and anyone who can't do anything with binary stereotypes.

LIVING DIVERSITY

BE INCLUSIVE

Diversity Candle

Promote diversity and inclusion with the "Be Inclusive" diversity candle that promotes racial diversity.



BATH & BODY WORKS released "Love Always Wins" Collection and includes a variety of body and home fragrance options. The line smells like fresh, summery, "sun-washed citrus" and comes in equally bright, rainbow-print packaging.



SixPlusThree

Unisex Skin Care

Unisex collection of products for skin and body that know no boundaries and achieve the optimal results for all - no matter the skin type, tone or gender.



LOVED01

Unisex Skin Care Brand

The formulations are specifically balanced to moisturise, nourish and uplift melanin-rich skin with natural ingredients that have a history in communities of color.



LIVING DIVERSITY

Diversity is an important issue at Bell as well. To reflect this in our fragrances, we have made an exclusive selection of fragrances that can be used primarily as unisex fragrances.

6102366 APPRECIATION

FRAGRANCE &
BOTANICAL
RECOMMENDATION



Top:
tangy, fresh, lemon

Heart:
floral, rose

Base:
woody, powdery, amber, cedar, musk,
gray, ambergris

Botanical: 0486546 Botanical Lemon Gly

7000800 AWARENESS

FRAGRANCE &
BOTANICAL
RECOMMENDATION



Top:
green, citric, fresh floral, lemon leaves, lilac

Heart:
floral, slightly fruity, green tea, peach blossom, peony, Sambac jasmin, osmanthus

Base:
gentle, powdery, woody, ambery, cedarwood, musk, amber

Botanical: 0488483 Green Tea Extract Gly/S

6102356
EQUALITY

FRAGRANCE &
BOTANICAL
RECOMMENDATION



Top:
bergamot, lemon, leafy green,
pineapple

Heart:
lavender, geranium, freesia, jasmine,
lily of the valley, rose

Base:
sandalwood, cedar, ambergris

Botanical: 2310032 Chlorophyll Extract Gly (org)

6102365
UNIQUE

FRAGRANCE &
BOTANICAL
RECOMMENDATION



Top:
fresh, citric, bergamot, peppermint

Heart:
herbal, floral, spicy, coriander,
cardamom, cinnamon, clove

Base:
sweet-musky, woody, warm,
cedarwood, vanilla, ambergris, tonka,
musk

Botanical: 2340123 Botanical Vanille Gly

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