

2021 Fragrance Trend Forecast

Inspiring Trends in the New Reality



What's the next big olfactive trend?

The global pandemic disrupted every aspect of our lives including the fragrance industry in more ways than we imagine. After an unprecedented year, we dive forward to a year of comfort and healing, and reconnecting – something we all so desperately crave.

As consumers adjust to new realities, we bring you the top trends that will be most influential in shaping the fragrance industry in 2021 and beyond.

Essential Wellness

Holistic wellness and self-care will be a key focus.

- Consumers will seek safe, trusted, reliable fragrances and brands.
- 56% of the global population appreciate fragrances more during the lockdown with 56% taking comfort in scents more than they used to.
- Mass facial skin care grew more than 22% year-over-year in the first half of 2020, led by a 42% rise in online sales.
- Clean, uplifting, serene-type fragrances will be sought after to bring relief and tranquility to consumers aligning with 2021's Pantone Ultimate Gray and Illuminating, Bright Yellow.



Luminous Tranquility

An opening of bright citrus infuses with notes of white tea and sheer florals for a relaxed botanical feel, rounded by comforting layers of clean musk.



Reimagined Formats

Brands will explore solid formats with a reimagined look to capture new audiences.

- Waterless beauty take on new formats such as, solids, sticks and powders.
- From fine fragrance to personal care, solid formats will provide opportunities in packaging and impactful scent delivery.
- Brands get playful while layering floral and citrus notes.

Peony & Pamplemousse

Notes of bitter orange and pink pamplemousse add a lively citrus tartness to a heart of garden peony wrapped in warm musk and amber.



CBD Goes Lux

Prestige brands take on CBD.

- Brands to explore CBD oils into luxury brands of candles, hair care, facial products, and even pet care.
- This trend will be about balancing heavier woody notes with lighter, fresh, clean fragrances.
- Consumers will turn to CBD-inclusive products for more effective targeted benefits.



Dewy Morning

An intriguing blend of refreshing herbs, and earthy wildflower notes. Cool cardamom and basil pair with dewy florals against a background of clover and hay.



Reinventing the Consumer Experience

Restrictions encourage virtual formats for a contact-less consumer experience.

- Brands exploring digital scent solutions with immersive elements like AR and artificial intelligence.
- Brands to leverage influencers to connect with consumers.
- Fragrance discovery will become more digitized and customizable.



Jasmine Delight

Notes of delicate rose and rare tropical blooms splash with hints of cool coconut water and musk to evoke the sensory experience of a beachside getaway.



Tech Inspires Product Design

Mission-driven brands merge practicality with function.

- Millennials and Gen Z consumers move towards fragrances and products that contribute to health, wellness, and environment.
- Brands have launched soaps that not only clean but help educate consumers on hand hygiene.
- Brands to weave in tech elements for more purposeful products.
- Positioning of synthetic and natural fragrances to convey a message will become a key opportunity.

Wild Geranium

A cheery and uplifting natural geranium scent. Notes of zesty ginger and lemongrass brighten a base accord of natural geranium.



Conscious Fragrance

Demand for ethical, transparent and purposeful spending will accelerate.

- Consumers will seek out products and fragrances that explicitly calls this out.
- “No animal ingredients” and “vegan” product claims have the largest growth rate accelerating its popularity.
- Desire to balance natural and synthetic will create more inclusive fragrances layering more woody, warm notes.



Embers & Ash

Notes of forest fir balsam and rich spices radiate over a cozy base of musk and warm sandalwood enveloped by the subtle sweetness of brown sugar.



Future of Sanitizing

Fragrance will be key to standing out.

- Cleaning and sanitization will intensify.
- More than half of consumers plan to continue wiping down surfaces and using disinfecting products post-pandemic.
- Fusions of clean, familiar fragrances such as, mint will invigorate the cleaning category.



Moroccan Mint

The scent of Moroccan mint tea infused with soothing herbal elements. Eucalyptus, rosemary and cedar leaf add a calm herbal effect to mint and green tea softened by a layer of musk.



Leveraging the Latest Trends

Our in-house Marketing Analysts work closely with our Perfumers to create fragrances that represent the latest trends and innovation.

We'd love to help you leverage these trends for your specific product, customer, and brand.

www.orchidia.com | orchidiafragrances@orchidia.com | (630) 932 - 8100

 [@orchidia-fragrances](https://www.linkedin.com/company/orchidia-fragrances)

Product images are intended to illustrate trend insights and do not suggest a working relationship between other companies and Orchidia Fragrances.