

ST FUTURE
I N T E R N A T I O N A L

Key Trend 2027: Home Fragrance

Market Research

Presentation by Marketing



Key Trend 2027: Home Fragrance

WGSN

Opportunities

Trend/Opportunity	TIP Stage	Recommended Action
Scented home decor (candles, diffusers)	Invest	Expand assortments with luxury, decor-led formats
Adaptive/flameless scent tech	Test	Pilot app-connected or sensor-driven diffusers
Functional fragrance hybrids	Test	Develop laundry, car, and pet scent products
Memory-powered & nostalgic scents	Invest	Leverage food, place, and childhood-inspired scents
Seasonal/cultural scenting	Expand	Launch limited editions for holidays/events
Sustainable & local storytelling	Invest	Highlight natural, ethical, and locally inspired scents

- Home fragrance is increasingly linked to wellness and emotional sanctuary, with robust luxury scented items serving as both decor and mood enhancers.
- Scented candles and flameless products are being used for "zoning" within the home, supporting hybrid work and relaxation.
- Laundry scents, carfumes, and room sprays are gaining momentum as part of the broader scentification trend.

Strategies (Buying, Design, Marketing)

Area	Strategy
Buying	Expand beyond traditional candles to include flameless options (diffusers, laundry scents, carfumes). Invest in limited editions for seasonal and cultural events.
Design	Prioritize adaptive, tech-enabled formats (e.g., app-controlled diffusers, sensor-driven scent release). Use decor-led packaging and multi-use formats.
Marketing	Position products as tools for emotional wellness, nostalgia, and self-care. Highlight sustainability, local storytelling, and personalization. Leverage memory-powered and food-inspired scent narratives.

Key Trend 2027: Home Fragrance

From warm woods and boozy notes to sweet treats and cross-industry collabs, WGSN identifies 13 scent stories that will drive home fragrance in 2027

Need to know

Newness for interior fragrance in 2027 will be driven by the need for novelty, rising interest in conceptual blends and cross-industry synergies, influencing everything from candles and room sprays to pet and [home care](#).



TIP

Trend Investment
Projection

Proof points

Percentage of US adult consumers who used air-care products in 2025



WGSN.com

The majority of US households report the use of air-care products, including candles, diffusers and room sprays, highlighting the importance of the home fragrance category for interiors and gifting brands and retailers ([Mintel](#))

US consumers acknowledge the importance of home fragrance

72% agree it makes their lives better

65% say it's essential to their self-care

78% claim it's important to their overall wellbeing

WGSN.com

Consumers report a strong personal connection to the impact of home fragrance in their everyday lives, underscoring an emotional motivator that will continue to drive purchases in the category ([Bath & Body Works](#), survey of 1,500+ consumers aged 18-65 in 2025)

US consumers use home fragrance for nostalgic and transporative effects

78% say it has the power to transport them to another place or time

54% claim it can stop them in their tracks, or stop time altogether

70% agree that a particular scent transports them back to a specific moment or memory more vividly than a photograph

WGSN.com

Destination and conceptual blends continue to trend in home fragrance as consumers appreciate their transporative effect, with current global sociopolitical unrest only emphasising the need for comforting, nostalgic iterations ([Bath & Body Works](#), survey of 1,500+ consumers aged 18-65 in 2025)

Two in three global consumers use air fresheners for a calming ambience

WGSN.com

As consumers face personal stressors at all levels, from broader economic concerns to daily work and life tensions, the need for calming spaces reflects a priority for soothing, functional fragrance ([Innova Market Insights](#))

Novelty collabs

Embrace cross-industry collaborations for creative, limited-edition scents drawing from fandoms and buzzy brand moments.

Notes:

signature dishes, trending drinks, local flora, sports references, global destinations, beauty ingredients, movie and television concept blends

Key products:

candles, diffusers, incense, car fresheners, room mists, pillow sprays, hand soap, dish soap, cleaning spray, laundry detergent, pet care



Literie (US) celebrated the 2026 FIFA World Cup with a North American trio featuring blends inspired by the US, Canada and Mexico



Literie X Emily in Paris



D.S. & Durga X Jupiter



Hotel Lobby Candle X Josh



Apotheke x NYBG

Apotheke (US) partnered with the New York Botanical Garden, using floral notes to celebrate the garden's offerings, including its well-known orchids



Dedcool X Ouai



Hotel Lobby's (US) Racquet Club channels court sports, using subtle notes of 'morning dew' and 'iced cucumber towel'



Homesick



Come together

Invest in conceptual blends that celebrate gathering, whether hosting at home or enjoying shared hobbies.

Notes:

warming spices, nostalgic bakes, cashmere blankets, wine, old books, incense, dewy grass, cotton, fresh air

For trickier concepts, use notes that would set the tone for hosting the activities at home, or speak to needs for relaxation or refreshment upon returning home from those activities



Linnea



Rifle Paper Co



Anthropologie

Key products:

candles, diffusers, incense, room mists, pillow sprays, hand soap

Nocturnal living

Reflecting both climate-driven lifestyles and a nightlife renaissance, embrace nocturnal inspiration that both comforts and enlivens.

Notes:

cobblestone, rain, night-time air, vinyl, ink, tobacco, cannabis, smoke, champagne, whiskey, dark rum, silk, powder, lipstick, leather, skin musk, black pepper, saffron, clove

Key products:

candles, diffusers, incense, room mists, pillow sprays, laundry detergent



Dastaangoi's (Dubai) Nights in Baghdad scent highlights the power behind celebrating local culture and nightlife, bringing nostalgia and pride during tumultuous times



Hotel Lobby Candle



Laundry Sauce



Literie



Homesick



wxy

wxy's (UK) Disco collection aims to evoke the iconic music and style of the 1970s, from sultry amber blends to playful tropical notes



Boozy concoctions

Emerging from evolving themes of necessary indulgences, invest in blends that play into favourite cocktail and drink ingredients.

Notes:

bitters, aperitifs, digestifs, limoncello, botanical gins, champagne and spritzes, tequila, novelty martinis, light beer, hops, whiskey, red wine, dark rum, cognac, mulling spices, olives, mint, rosemary, citrus, cucumber, agave

Key products:

candles, diffusers, incense



Play into regional favourites, such as Poured New York's take on a Pimm's cup, featuring juniper needles, strawberries and mint



Bar-themed concepts set the scene for at-home entertaining and parties, using notes like bourbon and leather for immersive effects

Cafe culture

Lean into at-home [#CafeCulture](#) with scents that make any room smell like fresh coffee, tea and baked goods.

Notes:

coffee, matcha, green and black tea, maple syrup, cream, butter, baked goods, brioche, brown sugar, chocolate, caramel, honey, chai spice, cinnamon, pistachio, almond, hazelnut, vanilla, tonka, affogato, black sesame, tahini

Key products:

candles, diffusers, incense, car fresheners, room mists, pillow sprays, hand soap, laundry detergent



Moodcast



Snif



Maegen

While the direction leans into the gourmand family, bright citrus notes complement lighter roast coffees and all tea blends



Litrie



The New Savant



Roen

Roens (US) Nakame candle, inspired by a Tokyo neighbourhood, celebrates local inspiration with a base note of whisked matcha



Literie



Snif



Anecdote Candles



The Laundress

Create concepts that set intentions, allowing consumers to easily select candles suited for different parts of daily self-care routines



WXY



Boy Smells

Boy Smells' (US) new Spa Smells collection looks to bring the highlights of wellness treatments into the home

Wellness spaces

Create moments of self-care and respite in the home, tapping into wellness themes and scentscaping.

Notes:

bergamot, lemongrass, cucumber, green juice, chayote, lychee, stem greens, aloe vera, banana leaf, ginseng, seaweed, lavender, clary sage, mint, rosemary, eucalyptus, cedar, oud, sandalwood, palo santo, patchouli, teak, amber, incense, smoke, skin musk, rain, ozone

Key products:

candles, diffusers, incense, car fresheners, room mists, pillow sprays, hand soap, dish soap, cleaning spray, laundry detergent, pet care

Smooth softness

Offer soothing scents that play into the soft textural associations of different notes, from vintage-inspired powders to rich creams.

Notes:

milk, cream, orris root, powder, lipstick, cashmere, silk, cotton, rose, fig, peony, dried tea leaves, rice, teak, linen, incense, sandalwood, suede, skin musk

Key products:

candles, diffusers, incense, car fresheners, room mists, pillow sprays, hand soap, dish soap, cleaning spray, laundry detergent, pet care



The New Savant (US) offers creamy softness from a culinary perspective, with steamed rice acting as a delicate yet comforting top note



Use simple pairings to continue the trend of updated cores





Paddywax



Maison France Luxe



Engaging elemental

Take natural inspiration to new depths, drawing from the primal appeal of earth, wind, water and fire.

WXY

Notes:

mountain ozone, rain, river rocks, minerals, damp earth, root vegetables, baked clay, volcanic ash, charcoal, burnt wood, pine tar, peat moss, stem greens

Key products:

candles, diffusers, incense, car fresheners, room mists, pillow sprays, hand soap, dish soap, cleaning spray, laundry detergent, pet care



Environment



Poured New York

Root vegetables and mushrooms continue to drive newness within earthy stories, evolving with rich beets and peppery radishes



Roen

Use ancient references to create culture connections, with notes like volcanic ash and fresh springs transporting consumers

Warming wood

Wood scents remain dominant in home fragrance, shifting to prioritise a warming, comforting appeal.

Notes:

sandalwood, oud, cedar, hinoki, teak, mahogany, vetiver, palo santo, blonde woods, hay, tobacco, amber, musk, patchouli, incense, resin, leather, suede, embers, smoke, black pepper, clary sage, myrrh, whiskey, cognac

Key products:

candles, diffusers, incense, car fresheners, room mists, hand soap, laundry detergent, pet care



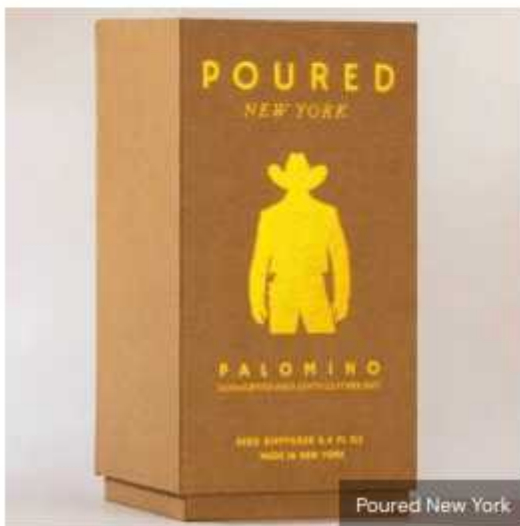
Kayali (Dubai) exemplifies the beauty and interiors overlap, expanding upon its signature Oudgasm line to scented bakhoor



Otherland



Ranger Station



Poured New York

Use playful top notes that can drive novelty themes in core wood fragrances, such as a Western concept via hay, suede and whiskey



APOTHEKE



Boy Smells



Rising interest in home care drives synergy between candles and laundry products, creating the opportunity for category extensions or collaborations

Uplifting freshness

Continue offering consumers scents in the clean olfactory family, creating uplifting effects across formulations.

Notes:

alpine florals, gardenia, violet, honeysuckle, jasmine, snowdrops, freesia, mimosa, green stems, mint, lemongrass, citrus, honeydew, pear, cucumber, aloe vera, bamboo, linen



Mægen's (UK) You Are My Absolute Favourite candle creates giftable freshness with a simple blend of white florals and green stems

Key products:

candles, diffusers, incense, car fresheners, room mists, pillow sprays, hand soap, dish soap, cleaning spray, laundry detergent, pet care

Fragrance Accessories

- Accessories infused with scent act as both decoration and a long-lasting, safe fragrance carrier.
- Upgrade scent delivery with diffusing accessories and wearable versions of popular perfumes, designed for sensitive skin and sensory users.
- Allow DIY combinations of scents and accessories, appealing to privacy-focused users who enjoy personalized, playful “collectible” experiences.



Savoni Boutique

Savoni embeds ceramic inserts in rings, bracelets, and earrings, allowing fragrance to be slowly released. Users can apply their preferred scent directly onto the ceramic pieces.



雨屿RainIsle/xiaohongshu

RainIsle launched a Valentine's Day sterling silver scent ring that enhances memories through fragrance. Essential oils infused into diffuser beads release a lasting scent, aligning with the **#WearableBeauty** trend.

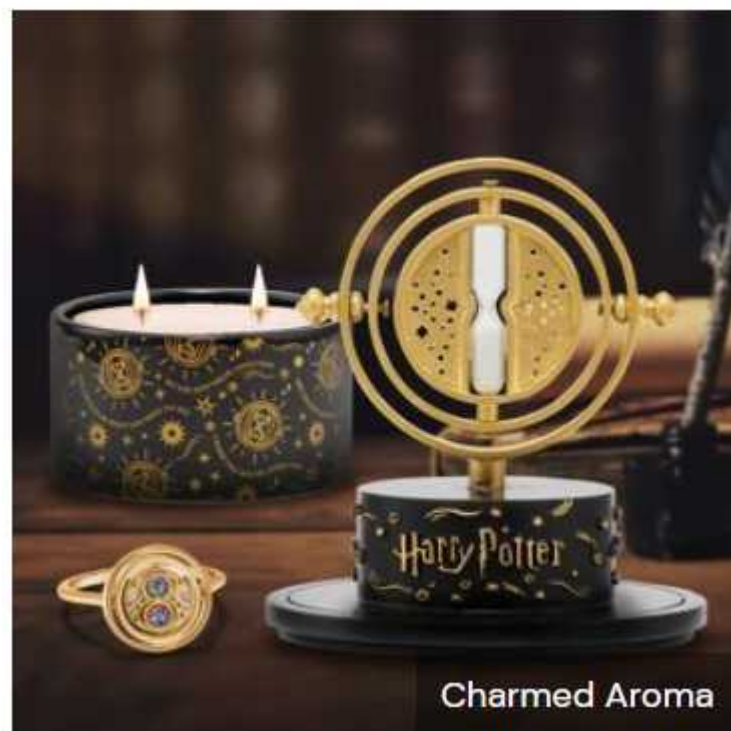


Cheesekun魔法商店/xiaohongshu

Cheesekun's Earth Venom Spider potion necklace features a jeweled spider design with amber citrine fragrance sealed inside. It works both as a home décor piece and as a wearable necklace or belt accessory.

Pearlescent Treasures

- Inspired by gemstones, jade, crystal, precious metals, and pearls, this concept brings a natural, spiritual quality to fragrance products, elevating the energy of living spaces.
- Mix-and-match accessories enable personalization, while blind-box hidden elements create moments of surprise.



Charmed Aroma

Charmed Aroma collaborated with Harry Potter to launch a Time-Turner jewelry candle — an interactive desktop décor piece featuring a hidden Time-Turner ring inside, encouraging consumers to burn the candle faster to reveal a magical surprise.



Godinger

Godinger's crystal candle lamp combines the warmth of candlelight with the elegance of crystal, perfectly embodying #JewelleryForTheHome and adding a refined, soulful touch to interior spaces.



观夏/Xiaohongshu

观夏 created uniquely shaped crystal-inspired stones for its Kunlun emotional fragrance collection, capturing the healing essence of the Kunlun Mountains through 1500°C crystal glass craftsmanship and alpine botanical essential oils.

Christmas & Winter Holidays A/W 27/28

Gift and wrap strategies



Heritage candles

Play with home fragrance vessels, channeling retro outdoor items like canteens, metal mugs and more.



Warming fragrance

Continue developing spice-forward home fragrances, adding comforting warmth with global inspiration.



Thematic candles

Celebrate the togetherness of the season with classic note blends, elevated by names featuring emotional concepts.



Sculptural tapers

Craft tapers into key botanicals and flora, exploring regional styles like Oaxacan florals.



Candle advents

Introduce traditional candle countdowns as a budget-friendly advent alternative that still builds anticipation.



Etched glass

Use etched lattices and florals to elevate glass vessels across home fragrances and vases.



Unexpected embellishments

Continue investing in all-over embellishments with novelty applications, from candle sleeves to picture frames.



Gourmand scents

Update the classic gifting item through sweet treat culture, referencing notes of nostalgic desserts.

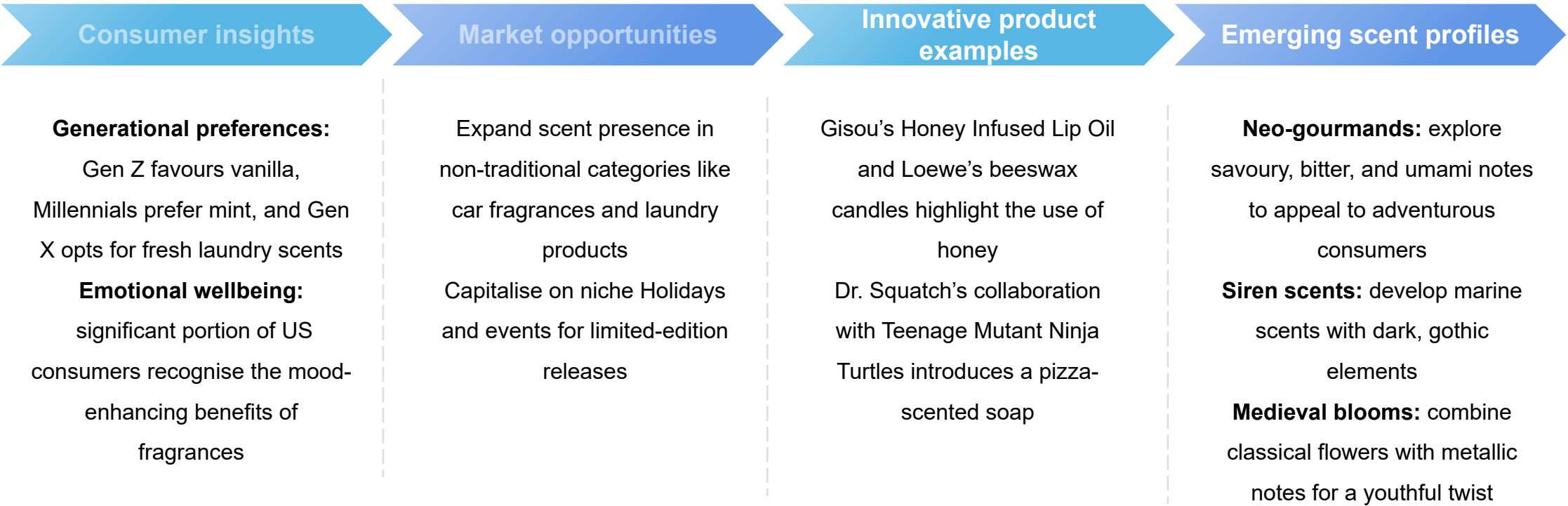
Seasonal Scent Forecast 2027

WGSN

SS27 / AW2728

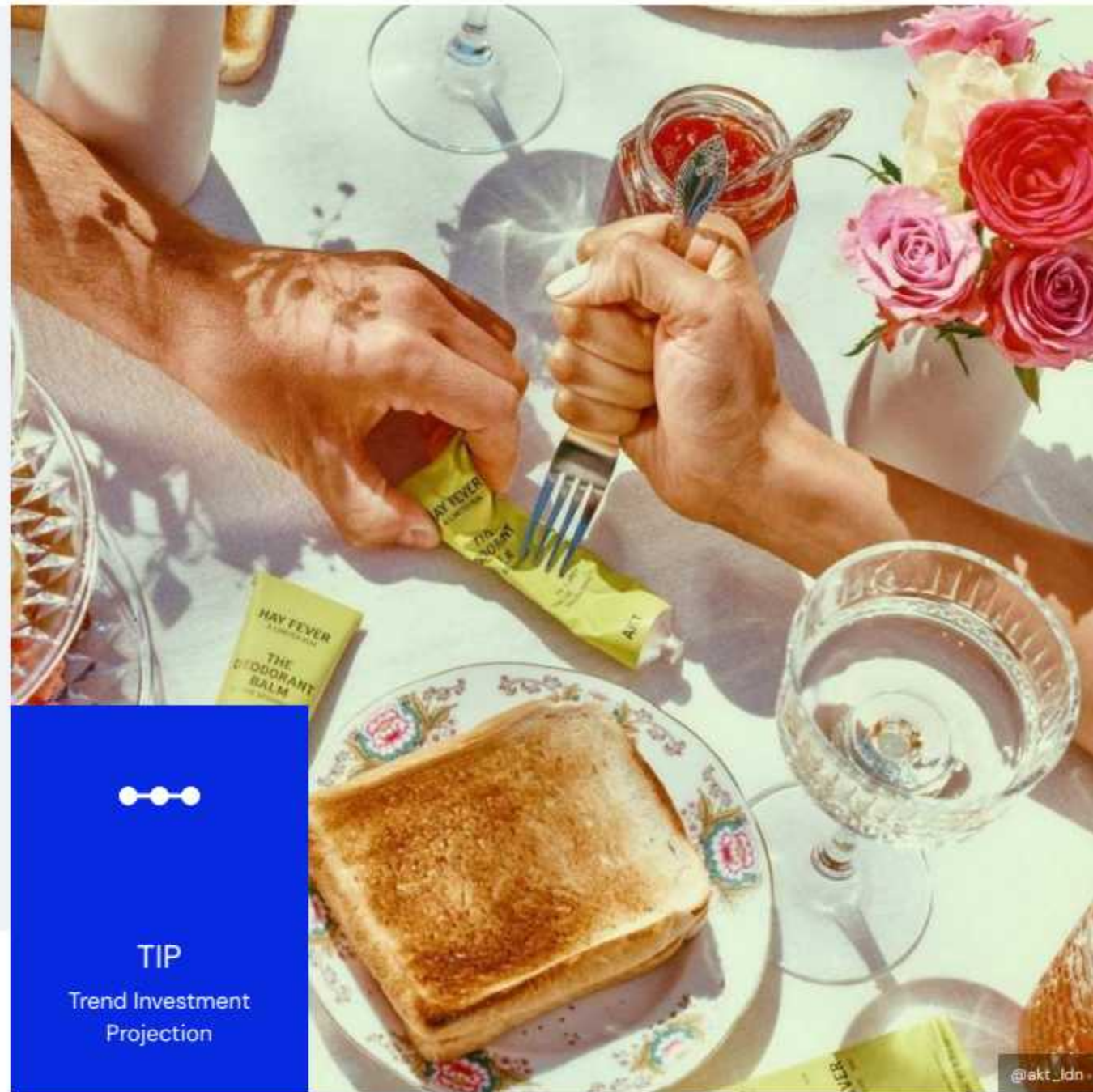
Key trends and strategies:

- **Amber gourmands:** innovate with honey and milky tea scents, and explore munchie-inspired notes for 420 celebrations
- **Fresh scents:** shift towards green and fruity notes, with a focus on desert botanicals and cooling mints
- **Floral updates:** introduce gothic and medieval twists to traditional floral scents
- **Woody aromas:** emphasise renewal and wellness with cleansing herbs and grounding woods



Seasonal Scent Forecast: Spring 2027

The Spring 2027 scent forecast highlights a dynamic shift in consumer preferences towards scents that offer both an escape from reality and a sense of grounding.



TIP
Trend Investment
Projection

Proof points

Percentage of consumers who consider fragrance essential



WGSN.com

Consumers will evolve from signature scenting to 'fragrance wardrobes' reflecting their moods, claims International Flavors & Fragrances (IFF) president Sabrya Meflah. This illustrates why they are willing to build out their personal scenting through layering or experimenting ([CosmeticsDesign](#))

Scent note preferences by generation

Gen X: fresh laundry

Millennials: mint

Gen Z: vanilla

WGSN.com

According to a 2025 study, 64% of Gen Z prefer sweet-smelling perfumes, like vanilla, while Millennials look to traditional scents like fresh mint and Gen X favour fresh laundry. This signals demands for specific scent notes to reflect life-stage needs and mentalities ([Unilever](#))

Percentage of US consumers who agree fragrance helps lift or enhance mood



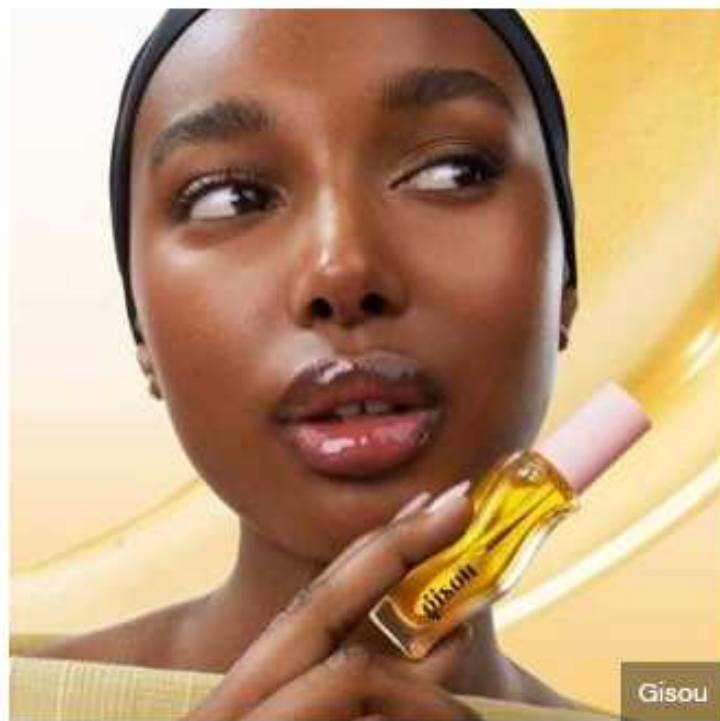
2023

WGSN.com

The majority of US consumers recognise a functional link between scent and emotional wellbeing, which confirms strong readiness for mood-modulating scent innovation across categories ([Circana](#))

Olfactive family: amber

Gourmands will continue to drive the amber olfactive family and beyond. Food-centred scents inspired by midnight cravings and delectable textures will be central.



Gisou's (The Netherlands) Honey Infused Lip Oil features a light honey scent along with honey from the brand's bee garden



Team up with food-related brands. Dr. Squatch (US) joined forces with classic media franchise Teenage Mutant Ninja Turtles on a pizza soap bar with notes of basil, oregano and sun-dried tomato



Earl of East's (UK) Soy Wax Café Candle range features scent notes like melted butter, fluffy dough, almond milk, coffee beans and matcha tea leaves

Olfactive family: fresh

The fresh olfactive family will shift towards green and fruity notes reflective of the changing climate. Position water notes as escapist and darkly fantastical.



@xinuperfumes

Use peppermint oil for a sensorial cooling effect. XINÚ's (Mexico) Menthamericana body lotion features peppermint and mandarin oils for a bright, cooling scent and sensation



@Olautofragrances

Inspired by the American West, Olauto's (US) Route 66 carfume is scented with cactus water and sandalwood, reminiscent of the scenic desert landscape



@Getfussy

Combining the green freshness of apples and pears, Fussy (UK) blends musk into its fruity Iced Pear deodorant refill

Olfactive family: floral

Florals will embody remastered classics as tweaks to familiar floral scent profiles update them into a more playful and unexpected space.

Medieval blooms:

translate the growing medieval aesthetic into the scent realm through classical medieval flowers depicted in the era's art, such as roses, lilies and violets.

Unlocking childhood:

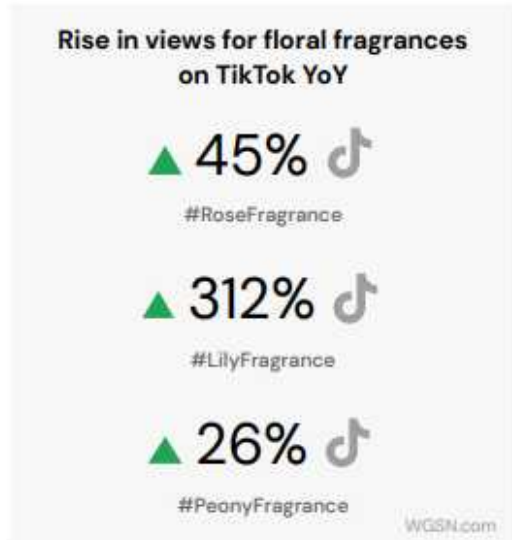
rekindle childhood nostalgia through fresh floral notes that symbolise youth.



Blend uplifting citrus notes with calming florals to add brightness, like pesade's (South Korea) Lay Figure hand cream, which highlights lemon with soothing lavender, rose and jasmine



Harness the power of floral ingredients to treat and scent skin, hair and home. Santa Maria Novella's (Italy) Acqua di Rose uses distilled damask rose water to scent skin while toning it



Interest in #RoseFragrance, #LilyFragrance and #PeonyFragrance is growing (TikTok worldwide, Dec 2025 vs 2024)



Touchland's (US) Lily of the Valley gentle mist hand sanitiser provides a fresh, tranquil blend of lily of the valley with cucumber and sea salt



Fussy (UK) features a limited-edition spring deodorant scent and refillable case with notes of whimsical wildflowers, sweet rhubarb, grapefruit and jasmine

Olfactive family: woody

Driven by eco-anxiety and the need for mental clarity, wellness-led woody scents will serve as guides for emotional renewal.

Spring cleaning:

employ spirit-cleansing herbs such as sage and rosemary alongside the grounding scents of cedar, lichen, vetiver and hinoki to bring a sense of cleansing to a world full of distractions.

Turning a new leaf:

new growth and springtime leaf notes, such as ash, beech, oak, silver birch and hawthorn, will provide emotional optimism, while rich sunlit wood notes offer comfort in the face of environmental uncertainty and stress.



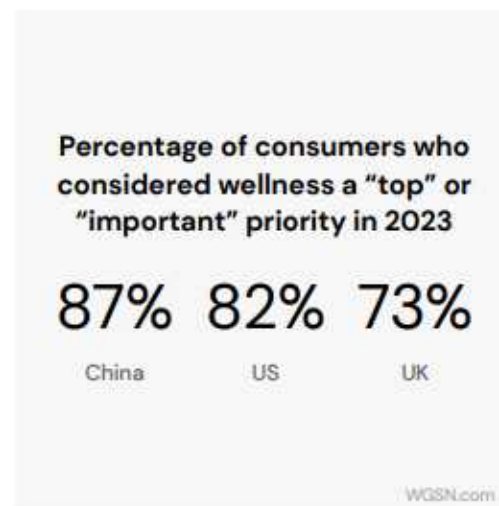
Blending heritage-driven pu-er tea with calming cedarwood, To Summer's (China) Pu'er Tea Seed Oil Soap has earthen, warming notes



Look to local trees for springtime inspiration. With notes of Japanese cypress branches, stems and trunk tips, along with cleansing rosemary, Baum's (Japan) Hinoki Forest hand balm is inspired by Shikoku's hinoki forests



Described as the scent of a "moist forest", Mircea's (France) Cedar + Rosemary shower gel offers a sensorial foaming cleanse along with a freshly rooted scent



Globally, Gen Z are prioritising their wellbeing, creating white space for new wellness touchpoints, including the need for functional fragrances (McKinsey)



39BC's (UK) Sage Water Oil Body Cleanser promises to clean the skin while leaving behind a "meditative trail of rain, moss and salt" with notes of cedarwood and birch tar

Seasonal Scent Forecast: A/W 27/28

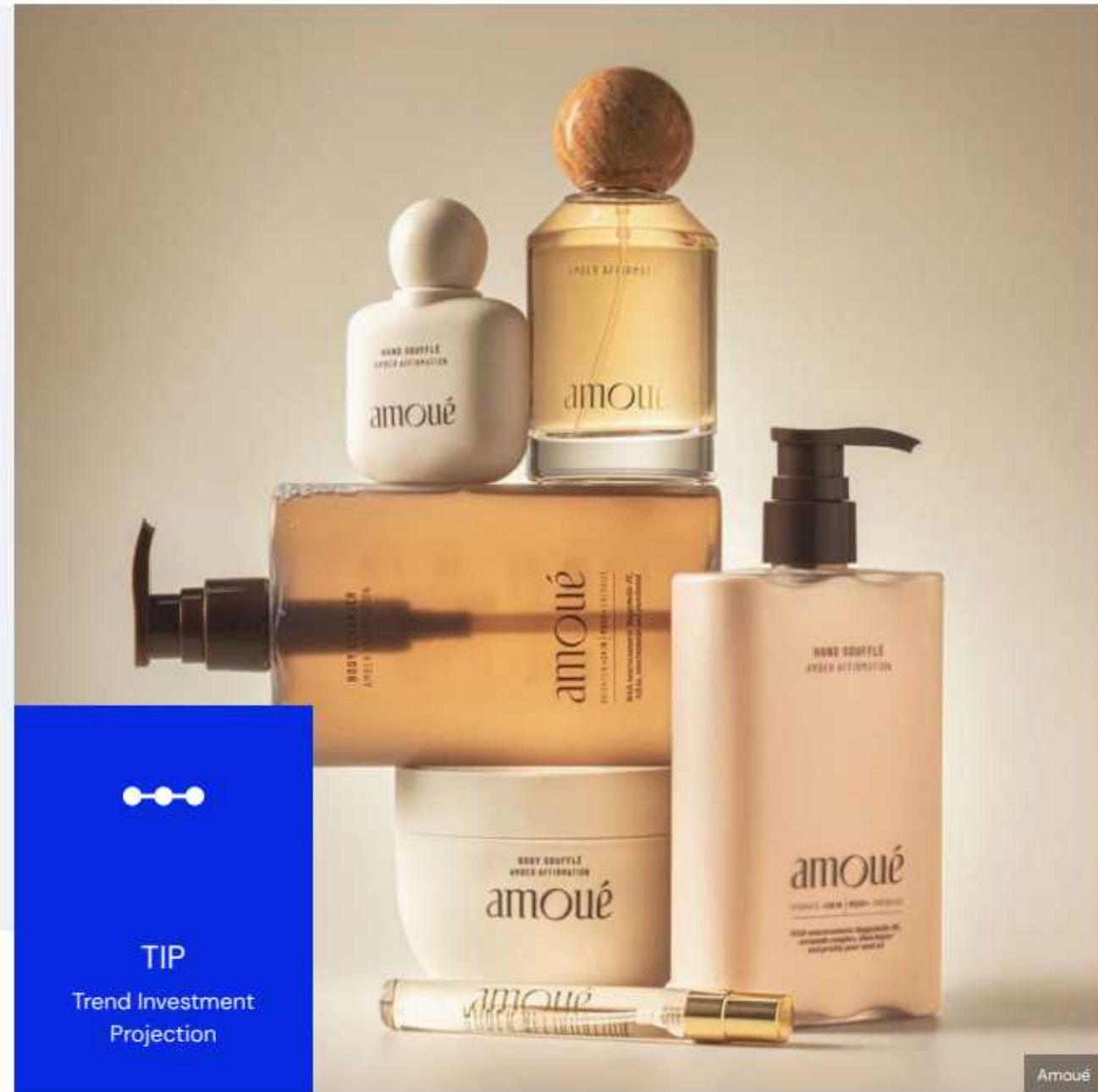
Ube and savoury nuances refresh gourmand profiles across beauty categories and seasonal global Holidays, while functional, nature-inspired scents promote calm

Need to know

Consumers will lean into comfort and indulgence as the world grows more [chaotic](#), turning to scent as a stabilising ritual and a joyful escape.



TIP
Trend Investment
Projection



Amoué

Key trends and strategies:

- **Seasonal celebrations:** leveraging global festivities to introduce indulgent gourmand scents in products like home fragrances and sensorial lip formats
- **Neo-gourmands:** evolving gourmand fragrances to include earthy, nutty combinations, moving away from overt sweetness
- **Smoky and resinous notes:** reimagining traditional fruity and floral scents with deeper, moodier base notes
- **Sensorial resets:** increasing demand for calming, functional fragrances infused with botanicals and minerals, aimed at enhancing wellness

Emerging ingredients and scent profiles

- **Ube influence:** incorporating the Filipino ingredient ube, known for its sweet, nutty profile, into seasonal products like lip balms and body mists
- **Functional and immersive scents:** utilising scents that offer calming and grounding effects, such as spa-inspired and botanical notes
- **Elemental atmospherics:** exploring nature-inspired scents with mineral and earthy notes for a deeper connection to nature

Consumer engagement and market insights

- **High engagement:** notable increase in consumer interest in home fragrances as essential to wellness and self-care
- **Market adoption:** growing incorporation of gourmand scents in beauty and personal care products, driven by consumer demand for comfort and nostalgia

Relevant for:

bath and body, personal care, haircare, home scenting, lip cosmetics, seasonal gifting

Ube influence: the new gourmand

be inspired by ube, native to the Philippines, when developing nuanced gourmands

Notes: ube, coconut, vanilla, pistachio, frothy or condensed milk, black tea, brown sugar

Fragrance family: gourmand

Key products: lipbalms and glosses, body mists, body washes and lotions, hand creams, candles



Channelling a comforting ube latte, Sweet Water Decor's (US) candle blends roasted coffee and creamy vanilla with ube jam



Filipinta (US) celebrates Filipino culture with foodie-inspired beauty products, including a purple-tinted Ube Lip Balm and gloss



An early adopter in fine fragrance, snif's (US) Gentle Reminder pairs ube with lavender and black tea to soothe and ground users



Native (US) brings a playful twist to ube with its Boba Cafe range, available in haircare, bodycare and deodorant formats

Warm, buttery sweets: Holiday cult classics

refresh perennial A/W favourites with seasonal
Holiday-led indulgences

Notes: baked pome fruits, sticky toffee, dates, vanilla,
caramel, honey, browned butter, baking spices

Fragrance family: gourmand, fruity

Key products: hair and body mists, hand creams, body
lotions and washes, lipbalms and glosses, candles,
diffusers



Lush's (UK) Sticky Dates bodycare collection pairs indulgent, nostalgic scenting with sensorial product textures



With apple at the fore, snif's Half Baked Apple Cider Smash candle brings "smells of the orchard to your living room"



Salt and Branch's (US) Spiced Pear candle blends crisp pear, fresh apple and rich brandy with cosy notes of ginger and nutmeg



Gisou's Sticky Toffee lip oil is paired with warm colour undertones "inspired by buttery, caramelised pastries"

Smoky fruits and florals: resinous base notes

add depth to bright fruits and florals with resinous base notes

Notes: berries, citrus, lavender, jasmine, tuberose, musk, cedarwood, patchouli, frankincense, vetiver, oud, leather

Fragrance family: floral, fruity, woody

Key products: body and hair mists, dry shampoo, hand creams, body lotions, oils and washes, roll-on perfumes, candles and incense, carfumes



fine'ry (US) expands scent to its dry shampoos, highlighting notes of neroli blossom, cedarwood and suede musk



Cyklar's (US) Crescent scent spans a body wash and cream, pairing grapefruit and florals with warming amber and musk



Pura (US) takes inspiration from night-blooming gardenias, complemented by the depth of salted guava, tonka and musk



The Chandra hair and body perfume mist from Indē Wild (India) balances a fruity-floral profile with earthy patchouli

Engineering calm: functional scent profiles

invest in functional florals and woody notes to foster a sense of tranquillity

Notes: spa water, lavender, rosemary, ylang-ylang, chamomile, eucalyptus, ginger, black and pink pepper, cypress, hinoki

Fragrance family: floral, fruity, woody, amber

Key products: body and hand washes and lotions, face and body oils, bath and shower bombs, deodorants, aromatherapy pens, candles and diffusers, laundry care, carfumes



amoué connects the spirit, skin and scent with wellness-led bodycare informed by neurocosmetics-driven ingredients



BAUM supports sleep with its forest-inspired bath essence, blended with cypress, eucalyptus and rosemary



Boy Smells (US) released three spa-inspired candle scents, spanning notes of spa water, eucalyptus, yuzu and sage



NEOM (UK) leans into soft wellness with on-the-go aromatherapy pens for calm, energy and sleep

Emerging neo-gourmands: savory-sweet accords

evolve gourmands by exploring subtly sweet and savory accords

Notes: red bean, black sesame, sweet miso, pandan, hojicha, cocoa, green and black tea

Fragrance family: gourmand, earthy

Key products: hair and body mists, roll-ons, hand and body soaps and lotions, beard oils, deodorants, candles and diffusers, supplements



The Scent Library's (US) Red Bean Bun candle has notes of red bean paste, sweet bun and sesame seeds



Ohmia (South Korea) incorporates the ingredient benefits of red bean into its bodycare, paired with a complementary scent



Dear Botanicals' Black Sesame Soap is inspired by the brand founder's childhood in Taiwan, connecting to nostalgia



SOVOS x OKURA's (Hong Kong) hojicha candle calls on Japan's tea gardens with a warm, earthy scent profile

Immersive atmospherics: elemental notes

amplify nature-led scent blends with botanical and mineral-inspired accords

Notes: mushrooms, soil, petrichor or damp earth, wet stone, minerals, ozone, oak moss, cedar moss

Fragrance family: earthy, woody, ambery, aquatic

Key products: perfume oils and roll-ons, facial and body serums, bar soaps, hand and body creams, candles



Environment's (US) seawater, oak moss and ozone scent spans hand and body creams, soaps and home scents



Led by nature, Tamburins' (South Korea) Bottari fragrance features immersive notes of akigalawood, moss and mushroom



Poured's (US) Shroom Bloom candle is inspired by "forest floors and open meadows in bloom"



Menteath aims to bring consumers closer to nature with its wood-, smoke- and earth-scented skin and bodycare

Key Trend 2027: Beauty's Scentification Opportunity

WGSN

Strategic opportunities:

- Develop fine-fragrance-inspired home, laundry, and pet care products that transform mundane tasks into mood-enhancing rituals
- Create emotionally intelligent, science-backed functional fragrances that support mental and physical well-being
- Innovate with cross-category fragrance hybrids to enable comprehensive scent-layering routines and identities

Product innovation examples

- Le Luxe's (UK) Laundry Ritual, enhancing laundry with luxury scents
- Neom's (UK) Essential Oil Diffuser, combining home decor with wellness
- Biche's (US) dog-safe fine fragrance, merging luxury with pet care

Emerging trends and risks

- Increasing demand for products that offer measurable emotional and physical benefits
- Opportunities in creating scented products for spiritual and emotional grounding
- Risks associated with cultural sensitivity, especially when drawing from sacred scenting traditions

Key products highlighted

- Functional fragrances, hair and body oils, and incense for holistic wellness
- Fragrance-infused personal care and fashion accessories for discreet scenting

Key Trend 2027: Beauty's Scentification Opportunity

From pet perfume to fragrance supplements and scent-stacked body rituals, discover how the scentification of lifestyles is rewriting the rules of fragrance, turning everyday products into tools for wellbeing, self-expression and luxury indulgence



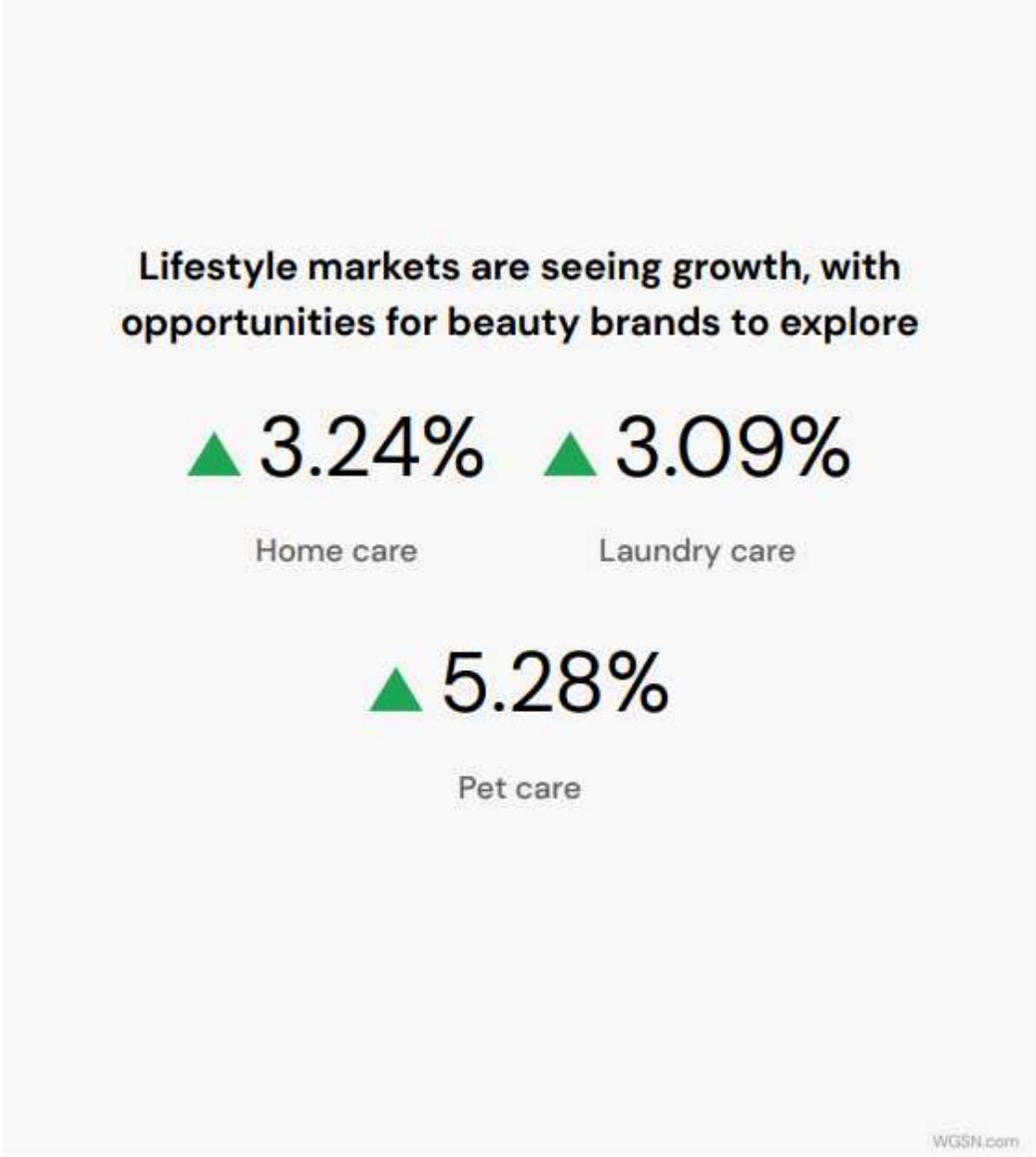
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Trend Investment
Projection

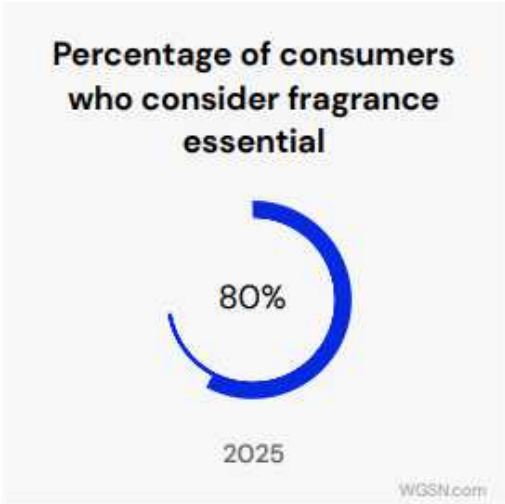


@malinandgoetz

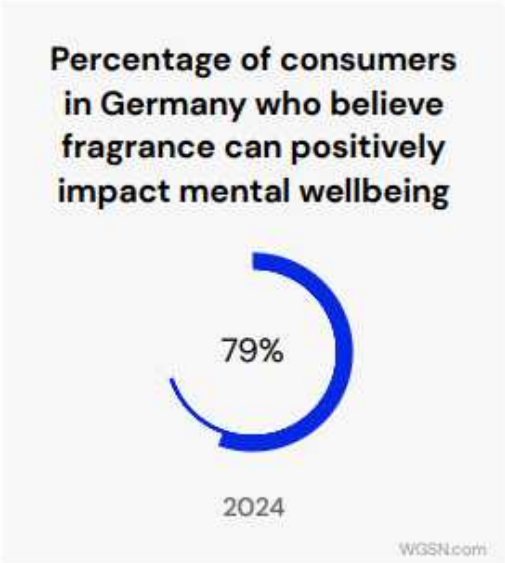
Proof points



Home, laundry and pet care are set for strong growth till 2030. Premium fragrance-led brands like Homecourt and DedCool (both US) report lifestyle line extensions contributing significantly to



Scent has shifted from a nice-to-have to a daily lifestyle staple, signalling an opportunity for brands to build fragrance into every touchpoint, from home to body and personal care (IFF)



Consumers **expect fragrance to 'do' something for them**, creating an opportunity for brands to



#FragranceLayering videos continue to gain popularity online as people develop IYKYK scent rituals. This underlines **demand for cross-category fragrance hybrids** (TikTok worldwide, Nov 2025 vs 2024)

“

“Scentscaping is the harnessing of fragrance in a space to create a specific atmosphere, guide emotional responses and enhance the overall sensory experience of an environment”

Franky Rousell in Vogue

WGSN.com

Vogue published an article titled Is It Time to Scentscape Your Home?, exploring scentification beyond beauty. With LOEWE, Celine, Alexander McQueen all launching scented

Scented lifestyle curation

develop fine-fragrance-inspired home, laundry and pet care that transform mundane tasks into mood-shaping, feel-good rituals

As homes shift into emotional sanctuaries and hybrid work hubs, consumers will seek scent-social upgrades that transform everyday maintenance into feelgood rituals.

Key products: laundry detergents, fabric mists, home fragrance, car perfume, pet care



Inspired by nature and nostalgia, Olauto's (US) [#Carfumes](#) use scent technology that gradually releases fragrance over months in users' cars



Crafted with Swiss manufacturer Givaudan and Mexican perfumer Carlos Huber, Biche's (US) signature scent is a dog-safe fine fragrance with notes of fig, sandalwood and hay



Fusing "the art of fine perfumery with practicality", LE LUXE's (UK) Laundry Ritual set includes perfume-infused tumble-dryer sheets, scent beads and a fabric mist

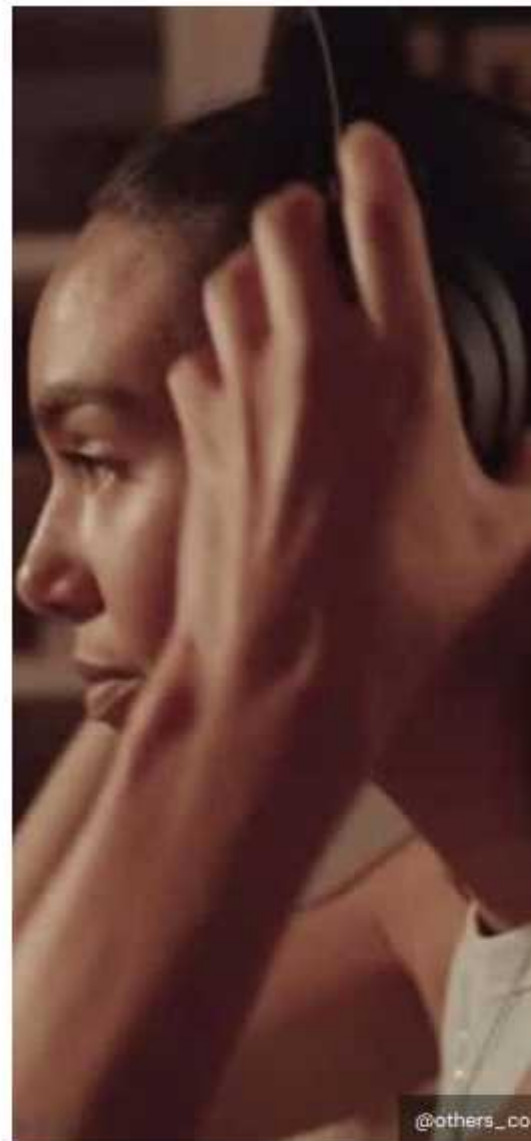
Scent-scapes

create emotionally intelligent, science-backed functional fragrance solutions that support the mind, body and spirit

Functional fragrance for the mind, body and spirit

Amid a surge in stress, fear and anger, consumers will seek the next generation of emotionally intelligent, 'whole-istic' fragrances, scientifically backed to support the mind, body and spirit.

Key products: functional fragrance, hair and body oils, incense



Øthers (UK) fuses its functional fragrance with an app-based sound and sleep platform, lab-tested to deliver measurable benefits, including shifts into more relaxed or more focused states



Tapping into aura beauty, The Altered States Collection by NEH (Sweden) features six "supersensory fragrances" to facilitate self-discovery



Crafted in collaboration with perfumers and IFF's (US) Scentcube algorithm, Brunel's (US) Golden Hour Body Oil "inspires confidence" while helping to tighten the skin

Fragrance hybrids

innovate cross-category fragrance hybrids, from haircare and bodycare to personal care and fashion, that enable scent-layering routines and 360° scent identities

Embed fragrance into fashion as playful 'funtilities'.

Key products: hair perfume, body oils, deodorant sprays, fragrance accessories



Designed to upgrade body cleansing experiences, 39BC's (UK) luxury, fine fragrance oils are inspired by Egyptian and Roman bathhouse rituals



Users can clip Pleuvoir's scented Heart Keyring Hand Washes and Sanitisers onto anything from bags to trousers



Ruka's (UK) S/cent Hair Perfumes are inspired by "places, memories and moods rooted in African identity"

Key Consumer Profiles



Profile	Characteristics
Wellness Seekers	Value emotional sanctuary, ritual, and self-care at home
Scent Layerers	Build scent wardrobes across body, home, and textiles; seek personalization
Tech-Forward Adopters	Interested in adaptive, app-connected, or sensor-driven scent devices
Nostalgia-Driven Gifters	Seek comforting, memory-powered scents for gifting and self-gifting
Gen Z & Millennials	Prioritize affordable luxury, sustainability, and multi-use formats

Buyers' Briefing S/S 27: Gifting

Healing wellness routines

Promote meaningful self-care moments that reflect the rising trend of home spas and bath rituals.

Wellness gifting: Focus on stress-reducing, low-pressure habits that suit seasonal changes.

Home spa trends: Use soothing home fragrances and plush textiles to enhance relaxation and multisensory appeal.

Gift sets: Offer thoughtful sets inspired by bathing rituals or gentle, lunar-guided movement.



Eye masks have surged as a key item. Invest in goods with a [#BeautyConnection](#), encouraging relaxation on all scales



Key Trend: All-Occasion Gifting

Percentage of global consumers who say that environmental factors will often or always influence their decision to trust a brand



2025

WGSN.com

Be it committing to reducing carbon emissions, using recycled materials or reducing plastic waste, the data highlights the **importance of reflecting consumers' priorities across categories** ([TheRoundup](#))

Percentage of consumers in the US, UK and Australia who evaluate pricing and product value as the top factor in purchase decisions



2025

WGSN.com

44% also note that their **favourite brands make them feel appreciated or valued** ([Attentive](#), survey of 3,300 consumers aged 18 and above from the US, UK and Australia). This demonstrates the need for brands to **gain a deeper understanding of the moments that matter to audiences** to inform budget-friendly gifting



Finding pause

Continue investing in messages and gifting that celebrate intentional slowness during stressful times.

Key data

- 88% of US and UK consumers said experiencing joy is important for their wellbeing ([BAMM Global](#))
- Between November 2020 and July 2021, Australian Gen Z spent 45.3% of their time on self-care activities daily ([Australian Bureau of Statistics](#))

Key occasions: retirement, graduation, everyday encouragement, get-well-soon

Key items: fragrance tags, needlepoint cushions, candles, stickers, ceramic matchbooks, mugs and tumblers, art prints, cards



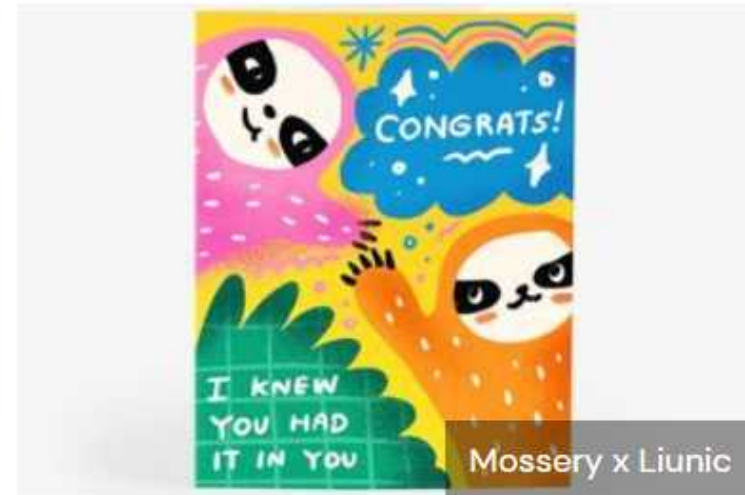
JakeThomasParkerArt/Etsy

Leverage the mindful ritual of making and enjoying a matcha as an intentional way to stay present

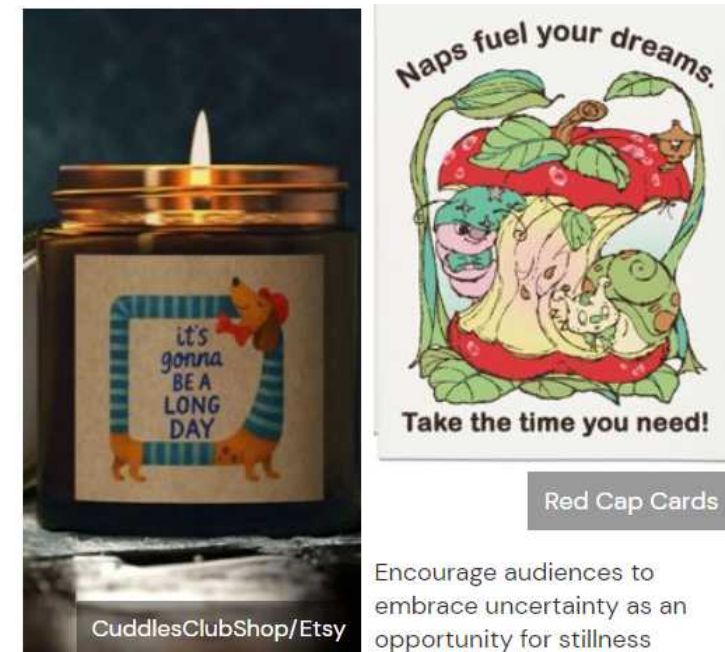


Urban Outfitters

As consumers lean harder into offline lifestyles, use slogans that embrace slowness in an overstimulated world



Liunic (Indonesia) uses sloths to emphasise that perseverance and persistence matter more than speed



Red Cap Cards

Encourage audiences to embrace uncertainty as an opportunity for stillness

Cosmic guidance

Curate items driven by symbolism and rituals, encouraging moments of self-discovery.

Key data

- In 2024, 43% of US women aged 18 to 49 said they believe in astrology (Pew Research)

Key occasions: birthdays, anniversaries, just-because, well wishes

Key items: crystal candles, trinket trays, storage containers, worry stones, art prints, plant subscription boxes, cards and gift wrap



Draw attention to what matters to consumers, be it financial independence or incorporating physical activity into routines



Oplants' (Germany) gift set includes surprise plants selected to match the 12 astrological signs, appealing to #PlantParents



Manifest With Crystals



Designworks Ink



Use soft, diffused colours to mimic aura energy, which serves as a tool for manifestation



Of Life & Lemons

Drive emotional connection via personalisation, linking the recipients' astrological traits to shared life experiences



Urban Outfitters

Print & Pattern S/S 2027:

WG-SN

Print & Pattern S/S 27:

Ancient wisdom

Cosmic influences continue to trend as consumers seek old answers to new questions.



Uptick in global searches for keywords related to mythological narratives

▲ 112% G ▲ 93% G

"Celestial"

"Amphora"

▲ 57% ▲

"Mystic"

WGSN.com

Searches uplift across keywords related to ancestral wisdom and cosmic influence, reinforcing the **importance of celestial iconography and symbolic forms to anchor meaning and wellbeing** (Google Trends worldwide, Jan-Mar 2026 vs 2025)



Wellbeing and rituals for rest remain a priority for consumers in 2027, with #NewSpirituality driving newness in upcoming seasons. Cesca Dvorak's (UK) hot water bottle covers feature embroidered stars, appealing to consumers' fascination with future-gazing practices like astrology and tarot

Unearthed

Update Elemental Origins with textures, strata and veining inspired by sun-baked landscapes.

WGSN Feed: #NaturesTexture,
#MarbledMateriality, #AgedAppeal



Cristina Celestino x Ethimo



Yarn Collective

Use GOTS-certified cotton, linen and hemp to convey a sanded finish



Larsen



Luca Nichetto x Astep

In partnership with Denmark-based brand Astep, Luca Nichetto (Italy) repurposes Murano glass fragments into handcrafted and recycled lamps



Objectry

Strengthen the product's place of origin by using site-specific artwork and visuals in VM and packaging



Brecotessile



A&C Homestore

New Zealand brand A&C Homestore explores varying tones of marble in its sculptural carved bowls

Meadowlands

Scenes of joyous yellow and green meadowlands provide an early spring awakening to move on the Packed Petals direction.

WGSN Feed: #FreshFlorals, #KeyIcons, #BiophilicDesign, #BotanicalCamo, #PainterlyFlorals,



Bento & Co



Poppykalas



@gardenmuseum

Yeon Hee sourced locally grown and foraged flowers to be pressed in their exhibition at the UK's Garden Museum during British Flower Week



Minnie Mae Studio

Recreate the fluffy round-shaped buds through hand-painted ceramics or embroidered textiles



Father Rabbit



Linoroom

Strike a balance between yellow and green by making sure to illustrate the greenery around the mimosa plant

Fun-tilities

Give everyday homewares a fun yet utilitarian look and feel with #ColourBlocking to renew perennials.

WGSN Feed: #ColourBlocking, #BoldMinimalism, #JoyousBrights, #StatementStripes, #ElevatedUtility



Laila Gohar for Marimekko



Studio The Blue Boy



Notum

Give gifting and stationery ranges a refresh with fun-coloured stripes in stationery



Helio Ferretti

Evolve S/S 26's Polka Dot Play with supersized circles and #JoyousBrights



Studio Gonzalo Bascurian



Remember

Harbour Lines

Reflect scenes of Miami vacationing with blends of '80s retro to refresh nautical interiors.

WGSN Feed: [#WigglesAndWaves](#), [#Nautical](#), [#KeyIcons](#)



Ayesha Pearce

Reported a key item at Milan Design Week 2025, [Playful Parasols](#) inform early key icons, suitable for prints and gift wrap



objet LA/NY



Jonathan Adler

Champion a #Kidult energy with graphic



Artek x Marimekko



Pierre Frey



Skewed Classics

For S/S 27, Cult Classics expand with a shift towards enlarged checks brought to life using maximalist brights.

WGSN Feed: #ColourBlocking,
#BoldMinimalism, #JoyousBrights,
#StatementStripes, #Basketweave



(Italy) and Dutch artist Rop Van Mierlo's Grandma collection reinterprets classic tartan patterns using inky

Design mini #WallDecor art pieces with textile samples or wovens for entry-level gifting



Helsinki furniture designer Aino Michelsen draws on memories of summer days in her beach seat, crafted from galvanised metal, nylon and polypropylene cord



Test open constructions in hard materials to add an airy quality to often heavyweight wovens and basketry



Playfully naive

Pursue the Playful Creativity trend with bold, illustrative styles and saturated pastels.

Key data

- With a total of 29.2m views, TikTok's #HandwrittenNotes peaked in February and August 2025 due to Valentine's and wedding occasions

Key occasions: congratulations and achievements, birthdays, weddings and anniversaries, thank you, Mother's and Father's Day



Hand-drawn styles and irregular pattern placements give gift wrap an artisanal edge



Bel & Etta



Use intentional misspelling to celebrate flaws as part of the process, rewarding audiences' efforts



Use simplified motifs of hands and arms to symbolise enduring bonds between people



Evermade



Introduce surprising elements to everyday items. Waterfall U's (China) hidden messages in mugs offer small yet impactful glimmers



Osewaya (Japan) uses slangs like "fam" to connect with Gen Z and Alphas, expressing camaraderie and closeness