



A OnePoll survey found that 51% of Americans experience “scent-stalgia,” missing the comforting scents of their homes after being away for a couple of days.



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Forward Thinking: 6 Trends and Innovations in Ambient Scent

Italy, and summer scents are popular home fragrance themes while collaborations, sustainable candles and air care innovations continue.

According to Technavio^a, the candle market size is expected to grow by \$2.8 billion from 2022 to 2027 at a CAGR of 5.79%. North America is estimated to account for 28% of the market’s overall growth. Candle and air care usage was popular before the pandemic and was further boosted by the pandemic. Candle scents’ ability to transport consumers to faraway places and evoke positive childhood memories has made them a mainstay. In addition, individuals use candles and air care at home to create a spa-like environment to help alleviate stress and anxiety.

A OnePoll^b survey of 2,000 people on behalf of AIEEn USA, found that 51% of Americans experience “scent-stalgia,” missing the comforting scents

^a<https://www.prnewswire.com/news-releases/candle-market-size-to-grow-by-usd-2-844-87-million-from-2022-to-2027-north-america-is-estimated-to-account-for-28-of-the-global-growth---technavio-301847582.html>

^b<https://swnsdigital.com/us/2023/05/these-are-the-scents-americans-associate-with-their-childhood-homes/>

of their homes after being away for a couple of days. The top scents people enjoy at home are floral (17%) and clean or sanitizing (e.g. chlorine bleach) (14%), followed by citrus (13%), baked goods (11%) and wood/natural scents (13%). To boost the scent of their home, the study found that people opened windows for fresh air (47%), cleaned regularly to remove odors (45%) and burned scented candles (43%). Furthermore, 77% are comforted by the smell of home, and they most often feel relaxed (38%), happy (36%) and centered (32%). Books, Italy, and summer scents are popular home fragrance themes while collaborations, sustainable candles, and air care innovations continue.

1. Bookworm

Books have been a muse for fine fragrance, now they are one of the latest muses for candle launches. Assouline Publishing is a book publisher and luxury lifestyle company best known for its coffee table books. Inspired by the brand's popular Travel Series collection of six rainbow-hued hardbacks, Assouline created the Travel From Home Candle line of corresponding scented candles that use the same iconic serigraphy of symbols from the books.

The Gstaad Glam candle features notes of cypress, cedar, black tobacco leaves, juniper berry, and palo santo, while Ibiza Bohemia highlights lemon, bergamot, and green apple with fresh and earthy undertones of patchouli. Marrakech Flair offers cypress, sweet cedarwood, and juniper berry with black tobacco leaves, bergamot, neroli, and citrus, while Moon Paradise Travel is a complex mix of black pepper, sweet bamboo, musk, and cashmere wood. Mykonos Muse contains cyclamen, almond,

green fig, and tonka bean notes and Tulum Gypset has eucalyptus, sage, black pepper, black amber, and spicy cardamom.

Anecdote Candles and Barnes and Noble collaborated on the exclusive Book Lover Collection, which “includes six bookish candles celebrating universal favorite genres, book tropes, and characters.” The Anti-Hero Good (Peppered Rose & Cedar) is described as “intentions and questionable morals,” while The Book Club Banter (Black Currant & Red Wine) is inspired by “lively discussions and endless wine.” Dark Academia (Vintage Leather & Oud) channels “melancholy moods and secret societies,” and Enemies To Lovers (Vanilla Orchid & Jasmine) is “heated fights and steamy nights.” Main Character Energy (Wild Iris & Santal) is “a memoir in the making,” and Plot Twist (Sea Minerals & Water Lily) leans into “chills and thrills.”

2. Take Me To Italy

Candle scents are often inspired by destinations. Italy is trending as a current source of inspiration. According to RateGain International Inbound Flight Bookings for June-Aug'23^c, Italy was the top three most visited countries for summer 2023 for overall, business, and leisure travel. Byredo and luxury resort ISSIMO launched L'Orto Italiano, a limited-edition candle inspired by Italian Culinary “that captures

^c<https://hoteltechreport.com/news/new-data-5-summer-travel-trends-and-top-destinations-in-europe-for-2023>

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Assouline's Travel From Home Candle line features six scented candles that correspond to the book series and use the same iconic serigraphy of symbols; courtesy of Assouline.





ScentAir's Limited Edition Summer Fragrance Collection features six scents: Bergamot & Herbs, Earl Grey & Lily, Herbal Lavender & Eucalyptus, Neroli & Linden Blossom, Sheer Lime & Apple, and Watermelon & Sugared Lemon; courtesy of ScentAir.

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the essence of summer and the escapism of la dolce vita.” The candle highlights tomato leaves and basil rounded out with bamboo and crisp amber. Fashion and lifestyle brand La DoubleJ dropped the Scents from the Motherland candle collection inspired by founder J.J. Martin’s favorite Italian locales. The collection is available in four scents: Capri, Lago Di Como, Milano, and Pantelleria.

Each candle is housed in a porcelain vessel with an original La DoubleJ print and trimmed in 18K gold. Capri is a juicy mix of blackcurrants, pomelo, lemon, and applewood, while Lago Di Como is a luxe blend of rose, white musk, mimosa, amber, and leather. Milano is a sultry blend of jasmine, cedar, and peppercorn, while wild and herbaceous Pantelleria contains fig, wild lavender, sandalwood, and bergamot. Woodhouse Spa has launched Revive, a limited-edition signature fragrance inspired by the invigorating scenery and scents of the Amalfi Coast in Italy. Offered in an Aromatherapy Essential Oil Blend and Room Spray, the fragrance “marries notes of sun-kissed Italian citrus with hints of fresh eucalyptus, sweet rosemary, and the clean, restorative breezes of the Mediterranean Sea.” Siblings’ latest artist collaboration La Dolce Vita was developed in partnership with English-Italian artist Chiara Perano. The La Dolce Vita - Rosemary, Lavandin, Salt Water scent description reads “where the warm salty waves of the Mediterranean meet the lush Italian coast dotted with lemon groves, gardens and sandy cove beaches.”

3. Summer Scents

Trendincite’s *Perfumer & Flavorist*^d “Forward Thinking: Candle Scent Trends and Seasonal Staples,” article, which appeared in the September 2021 edition, explored seasonal scents. Hot summer days often conjure memorable moments such as the great outdoors, herbs, fruits, flowers, and ice cream. Candle brands continue to lean into these memories with seasonal summer scents. Byredo has created a Summer Rain candle “that captures the restorative power of nature, especially on a hot day” with notes of basil, spearmint, fig, and sparkling ginger. Loewe’s latest release is two new candles designed specifically to be burned outside. Housed in sculpted terracotta pots and filled with high melting-point wax, the scents are offered in Geranium and Thyme variants. Bath & Body Works launched Endless Sea and Wild Sand candles for the summer season. The Endless Sea contains fresh bergamot, saltwater lily, and ocean driftwood notes, while Wild Sand has notes of prickly pear fruit, cactus flower, and warm agave nectar. Inspired by frozen treats, PartyLite introduced four summer scents: Frozen Matcha Latte, Mango Lime Sorbet, Pistachio Ice Cream, and Sweet Berry Gelato candles. For the first time, ScentAir released a Limited Edition Summer Fragrance Collection for its Whisper HOME cartridge collection. The six summer scents include Bergamot & Herbs, Earl Grey & Lily, Herbal Lavender &

^dPage 24; https://perfumerflavorist.texterity.com/perfumerflavorist/september_2021

Eucalyptus, Neroli & Linden Blossom, Sheer Lime & Apple, and Watermelon & Sugared Lemon.

This summer, Alexander McQueen released its first home fragrance collection with a trio of scented candles. Ghost Flower features fresh freesia and peony with earthy patchouli, while Pagan Rose contains wild rose, cognac and peat moss, and Savage Bloom highlights saffron, tuberose and oud. The candles are made from black mineral waxes and rapeseed wax and encased in black lacquered glass with three different lids in silver metal, antique dark metal and antique gold housed in a recyclable wooden crate.

4. Collaborations Continue

Trendincite's *Perfumer & Flavorist*^e "Two Sense: Candle & Air Care Market Trends with Amy Marks-McGee," podcast in September 2022, discussed limited-edition candle collaborations. Food and culture continue to collide as brands collaborate on candle and air care scents inspired by pop culture. Boy Smells' latest candle collaboration is with Magnolia Bakery. The Boy Smells x Magnolia Bakery Banana Pudding candle captures the scent of Magnolia Bakery's iconic Banana Pudding. It has a classic banana-and-vanilla fragrance with hints of cardamom, elemi resin, and burning leather.

See's Candies and Ritual + Fancy crafted a Chocolate Shop candle with vanilla, caramel, and cacao notes. The signature scent is intended to capture the experience of walking into a See's shop. Goose Creek and Strawberry Shortcake team up for a branded candle line inspired by Strawberry Shortcake and her friends in Strawberryland. The six classic scents include Strawberry Shortcake, Blueberry Muffin, Custard, Lemon Meringue, Orange Blossom, and Raspberry Tart.

The July Barbie movie release has generated a variety of fun product partnerships. In collaboration with Mattel, Homesick created the Barbie Dreamhouse candle. Designed to capture the signature scent of Barbie's Malibu Dreamhouse, the candle features notes of sweet peony, pink jasmine, and plush velvet. Diptyque and Highsnobiety have partnered on a Diptyque x Highsnobiety

Not In Paris limited-edition candle inspired by the smell of roses found at the Bagatelle Gardens and the Marché aux fleurs. The fresh rose chypre scent with patchouli is housed in a glass container decorated with a custom green label. Brooklyn's Nose Best Candles and the Museum of Sex launched a Sex Symbol candle. The smoky cashmere scent is described as a sweet, leathery scent and comes with a curated Spotify playlist and a cocktail recipe.

5. Sustainable Candles

Like other categories, consumers demand sustainable and eco-friendly candles. There's been some interesting innovation with refillable candle formats and DIY candle kits. According to Google's Holiday 100^f, candle-making classes saw a 110% increase in search interest. Additionally, searches^g for professional candle making kits rose by 140% in

^e<https://shopping.google.com/m/holiday100/?modal=product-candle-accessory-kit>
^f<https://shopping.google.com/m/holiday100/categories/toys/?modal=product-candle-making-kit>



The Boy Smells x Magnolia Bakery Banana Pudding candle captures the scent of Magnolia Bakery's iconic Banana Pudding with notes of banana, vanilla, cardamom, elemi resin, and burning leather; courtesy of Boy Smells, LLC.

^e<https://www.perfumerflavorist.com/multimedia/audio/podcast/22236460/podcast-two-sense-candle-air-care-market-trends-with-amy-marksmcgee>

2022. For example, Siblings is a DIY candle brand that offers 20+ scents in olfactive categories such as Earthy & Woody, Florals, Fresh & Fruity, Warm & Spiced, and Sweet. Some of the products are limited-edition and collab scents with various artists. Customers make their own candles by microwaving the 100% compostable bag for two minutes then pouring the liquid wax into their favorite vessel and letting it set. Notes Candle Refill System creates Sustainable Starter Kits, which include a candle glass, silicone clean out insert, highly fragranced wax beads, and a cotton wick. Customers thread the wick through the silicone insert, pour wax beads, and then light. There are six starter sets: Evergreen

& Spicy Duo, Smokey & Woody Duo, Warm Cozy Duo, Watery Floral Duo, Woody Floral Duo, and Zesty Fresh Duo with a selection of scent refills.

Trudon's sister brand Carrière Frères introduced a collection of low-waste refills made from 100% organic European rapeseed wax and packaged in an innovative compostable box. For the launch, Carrière Frères partnered with the Parisian Museum of Natural History on a collection of four candle scents: Absinthe, Acacia, Geranium, and Waterlily. Murphy's Naturals debuted a Refillable Mosquito Repellent Candle using a nature-stoneware vessel in Cloud White, Stone Gray, or Forest Green. The reusable vessel features a bamboo lid and a candle made from essential oils that repel mosquitoes for up to 30 hours, according to the company.

Scottsdale Candle Co. creates luxury candles that are packaged in repurposed champagne and liquor bottles. The 100% soy wax candle features the brand's signature scent, "a sweet blend of tangy grapefruit with a punch of citrus, peach and a hint of vanilla." In 2023, founder Mikyla Harter, launched Recycle Responsibly, a non-profit organization that collaborates with local bars, hotels, and other retail locations to create a network of eco-conscious businesses working together to reduce waste and promote a greener Arizona. Scent Lab "is the first digital destination that leverages immersive video experiences and AI tech to curate scents for the individual consumer." The first product is a customizable 14 oz, double wicked candle. The product is made with 100% sustainable soy wax and an organic cotton wick. It is packaged in a customizable matte glass vessel or an eco-friendly satin bag. There is an option to have an old vessel refilled at a discounted price.

6. Air Care

In addition to candles, the latest air care activity includes motion detection air fresheners, liquidless fragrance infused reeds, and EPA approved air sanitizer. Procter & Gamble debuted Bloom, a new motion-controlled air freshener that looks like a planter with four faux replaceable succulent toppers. Inside the faux planter is a pair of scent cartridges that are said to last up to 30 days and contain no dyes, phthalates, or formaldehyde. Bloom features a rechargeable battery and two



Carrière Frères and the Parisian Museum of Natural History collaborated on a candle collection of low-waste refills made from 100% organic European rapeseed wax and packaged in an innovative compostable box; courtesy of Carrière Frères.

adjustable fan speeds with three available scents: Crisp Greenery, Fresh Dewdrops, and Lavender Fields. Bloom can be purchased online at Bloomplanter.com and scent pack refills will be available in October 2023.

Pura unveiled a new car diffuser with magnetic properties for users to mount the device anywhere in their vehicle. The device features motion detection and powers on and off. It is Bluetooth-enabled and comes with interchangeable fragrances that connect to an app to control the intensity. There are eight scents: Coastal Palm, Cucumber & Mint, Fairway Morning, Ivory Woods, Linens & Surf, Red Rock & Amber, and Teak & Leather.

Aera continues to partner with a variety of brands to launch their signature scents into Aera home scents. Recent collaborations include Skylar Clean Beauty in three scents: Coconut Cove, Lime Sands, and Vanilla Sky and Monique Lhuillier's signature scents in Citrus Lily, Dolce, and Limone. ScentAir released a patent pending line of Liquidless Fragrance Infused Reeds in 10 fragrances: Asian Garden, Black Orchid, Dark Vanilla Pomelo, Eucalyptus Mint, Golden Bamboo, Green Clover & Aloe, Lavender Lemon Verbena, Patchouli Blanc, Santal & Red Cedar, and White Tea & Thyme. The pre-infused reeds use cruelty free, phthalate free, and respiratory allergen free scents. Lysol launched Lysol Air Sanitizer, "the first and only air sanitizing spray approved by the EPA, which kills 99.9% of airborne viruses and bacteria while eliminating odors in the air." The Lysol Air Sanitizer is offered in Light Breeze, Simply Fresh and White Linen scents.

Conclusion

Scented candles were once a destination purchase. Now scented candles are available through all distribution channels and all price points. From home décor to transportive fragrances, consumers have an infinity for candles and air care. Books, Italy, and summer scents are popular home fragrance themes. As fall approaches, expect to see warmer fall and holiday scents. Collaborations and limited-edition scents create newness, interest, and



Bloom is a motion-controlled air freshener that looks like a planter with four faux replaceable succulent topers and three scents; courtesy of Procter & Gamble.

demand. Watch as unexpected partnerships and home fragrances arise. Sustainability is a hot topic in all sectors including home fragrance. Keep your eyes peeled for eco-friendly and sustainable products as well as tech-driven innovations.

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