



On a 1-10 scale of the importance of scent, "scent in my bathtub products" received 9.3.



■ BY AMY MARKS-MCGEE,
Trendincite LLC; amy@trendincite.com

Forward Thinking: 5 Trends Shaping the Bath & Body Care Industry

Scent experiences, line extensions, collaborations, body sprays, and hand care are leading the way in bath and body care innovation.

Self-care has been on the rise and the pandemic has made it a staple. Consumers' mental health and well-being has led to an uptick in self-care rituals including bathing and showering. The latest trend taking over TikTok is the Everything Shower, which has three parts: pre-shower, shower and post-shower. As of August 17, 2023, the hashtag #everythingshower on TikTok^a has garnered 295.2 million views. Furthermore, according to Vogue Business TikTok Trend Tracker^b focused on its Gen Z user base, the TikTok hashtag #bodywash had 1.1 billion views and was a top trending tag for July 2023. In 2022, U.S. retail sales of body wash grew by an estimated 6% to \$4.2 billion, while body care grew by 4% to \$3.6 billion, according to Mintel^c.

^a<https://www.tiktok.com/tag/everythingshower>

^b<https://www.voguebusiness.com/fashion/the-vogue-business-tiktok-trend-tracker>

^c<https://www.glossy.co/beauty/beauty-brands-battle-for-the-bougie-bathroom/>

Scent experiences, line extensions, collaborations, body sprays, and hand care are leading the way in bath and body care innovation.

Scent is a powerful tool and an integral aspect of the bathing ritual. According to The Benchmarking Company's^d research based on 3,800 U.S. women ages 18+, 78% of the respondents' bathtub products are fragranced and 79% of their shower products are fragranced. On a 1-10 scale of the importance of scent, "scent in my bathtub products" received 9.3. Women's post-bathing go-to products are body lotions (95%), body creams (68%), and body butters (50%). Interestingly, women switch scents often and for a variety of reasons. 65% change out scents on a regular basis, while 31% switch out shower scents each month and 22% change scents weekly. 72% switch scents on impulse after discovering a new scent in-store, 50% switch scents based on mood, 46% switch scents to match the season, 41% switch because they're bored with the usual, and 68% try to match bath/shower scents to post-bathing skin care scents.

1. Scent Experiences

As evidenced by the Benchmarking Company's research, fragrance is influential in consumers' bathing experiences and the products individuals use. Focused on self-care, brands are creating clean formulas and mood-enhancing scents to create pleasurable experiences for the shower and post-shower. Dial Soap released a new and improved line of its 15 Dial Body Wash products. The Body Wash products are formulated with the brand's

new Hydraclean Complex solution, which includes vitamin E. In addition, the range is dermatologist tested, pH balanced, and free of parabens, phthalates, silicones, and sulfated surfactants. The ergonomically improved bottles are 100% PCR and certified by Cruelty Free International. Caress added three new scents to its Body Wash range: Refreshing Raspberry & Pink Pepper, Rejuvenating Mango & Almond Oil, and Soothing Aloe Vera & White Poppy. The launch coincided with a new package design across the portfolio. Tree Hut has extended its Tropic Glow product line with two new additions: Moonlight Glow and Ocean Glow. Moonlight Glow "is designed to balance your mood and your mind to soothe your skin and invigorate the senses," and is available exclusively online and in-store at Target. It is formulated with Snow Mushroom, Magnesium, and Amethyst and offered in Shea Sugar Scrub, Wellness Mist, and Whipped Body Butter. The scent contains notes of peach, orange zest, lavender, jasmine, amber, musk and coconut. Ocean Glow contains Hyaluronic acid, green microalgae, and rainbow algae "to immerse you in a sea of relaxation to help you feel mentally renewed and physically replenished," and is available exclusively online and in-store at Ulta Beauty. The fragrance features muguet, apricot, pastel sands, apple, coconut, pineapple, musk, amber and tropical sea accords. The line is available in Foaming Gel Wash, Shea Sugar Scrub and Whipped Body Butter.

Isle of Paradise unveiled two targeted body care collections: Brilliantly Bright and Confidently Clear, with sensorial textures and mood-boosting scents designed to invigorate the mind and body. Brilliantly Bright is formulated with a blend of

^dhttps://www.beautypackaging.com/contents/view_infographics/2023-05-12/bath-shower-and-body-care-trends/



Moonlight Glow and Ocean Glow join Tropic Glow, one of Tree Hut's best-selling product lines; courtesy of Tree Hut.



Hairitage by Mindy McKnight has expanded into bath and body care with four aromatherapy scent combinations: Cedarwood & Neroli, Cherry & Amber, Mint & Yuzu, and Peony & Cypress; courtesy of Hairitage by Mindy McKnight.

vitamin C, niacinamide and hyaluronic acid and an energy-boosting tropical scent with notes of sustainably and ethically sourced grapefruit, pineapple and jasmine. The Confidently Clear collection is made with a blend of lactic acid, polyglutamic acid, salicylic acid, and mandelic acid and a mood-enhancing scent of sustainably and ethically sourced orange and coffee. Both lines are offered in a Body Cleanser, Body Polish and Body Moisturizer. The Sprig Shower Infusion System is an interesting new product. It is a shower infusion device with scented infusion pods that “transform standard routines into amplified wellness rituals.” The Essentials Collection features six infusion pods that use clean, natural, premium skin care ingredients such as hyaluronic acid and sodium PCA. Breathe is made with eucalyptus and mint, Focus contains clary sage and patchouli, Recharge features bergamot and lemongrass, Relax is infused with chamomile and green, Shield has tea tree and rosemary, and Sleep blends lavender and vanilla. Each pod is cruelty-free and free from parabens, mineral oils, sulfates SLS and SLES, phthalates and formaldehyde. The pods are made from 94% post-consumer recycled material and are designed to be recycled again. For the fall, Beloved by Love Beauty and Planet added Cashmere Wood and Sage to its Bath & Body collection. The line includes a vegan shower and bath gel, vegan body cream and a 2-wick candle.

2. Adjacent Categories Create Line Extensions

Brands that are in adjacent categories are creating line extensions and moving into the bath & body segment. Hairitage by Mindy McKnight launched a Bath and Body line in four aromatherapy scent

combinations: Cedarwood & Neroli, Cherry & Amber, Mint & Yuzu, and Peony & Cypress. The clean formulas use naturally derived ingredients such as niacinamide, jojoba oil, aloe vera, and açai fruit extract. The Now & Lather Body Wash features oat kernel and gotu kola extract, and It’s A Dream Creamy Body Wash is enriched with açai fruit extract and cupuaçu seed butter. The Sugar Coated Body Scrub contains ginger root extract and sweet almond oil, while the Day Off Bath Bombs are made with essential oils. Soak It In Body Lotion is formulated with niacinamide and jojoba oil, and Gimme Some Skin Whipped Body Cream is formulated with shea butter and coconut oil.

Scotch Porter has expanded beyond grooming with the launch of Hydrating Body Wash and Intense Anti-Dry Body Lotion. The body care products are available in Citrus and Crisp Woods, and Sandalwood and Tobacco Musk, the brand’s signature scents, and are formulated with jojoba, moringa, and marula oil. Deodorant brand Wild and London-based design firm Morrama created a plastic-free and compostable refillable shower gel bottle made from potato starch waste from supermarket chips. The natural and vegan shower gels are available in Coconut & Vanilla, Fresh Cotton & Sea Salt, and Jasmine & Mandarin varieties. The Wild refills are made from 70% bamboo starch and 30% plant starch from agricultural waste and the pump is made from 50% post-consumer recycled plastic. Once the refill is empty, it can be composted.

H&M debuted OHH (Oh Hey Hero), a 10-piece vegan body care range, which includes body scrub, body wash, deodorant stick, hand cream, and shave gel. Two interesting products are Clear Up, Charlie, a fast-absorbing body serum to fight future breakouts on the chest, shoulders, and back, and Little Champ

moisturizing stick with shea butter and sunflower oil to help prevent skin friction and lock in moisture. Prose has expanded into the skin care category with a three SKU, AI-powered skin care line designed to offer consumers a personalized formula backed by science. Users will be able to customize a cleanser, serum, and moisturizer with more than 15 million possible formula combinations that can target multiple skin concerns simultaneously. The skin care system also offers texture and fragrance customization, with a fragrance-free option.

3. There Is No Escaping Collaborations

There is no escaping collaborations; they are everywhere including bath and body care products. As discussed in Trendincite's *Perfumer & Flavorist*⁺ "Forward Thinking: 6 Trends and Innovations in Ambient Scent," article, which appeared in the September 2023 edition, pop culture continues to inspire partnerships. For body care, many of the collaborations are movie themed. Lush has been collaborating like crazy. According to Lush, "20% to 30% of all collaboration [sales] are new customers, which is one reason to do them." Lush partnered with Paramount, a global ocean conservation, and Nickelodeon on the SpongeBob SquarePants: Operation Sea Change campaign and sustainability initiative. The co-created six product limited-edition collection features plastic free bath, shower, and skin care products with dreamy combinations of tropical, pineapple, and coconut scents. For example,

⁺https://perfumerflavorist.texterity.com/perfumerflavorist/september_2023



Barbie x Lush Collaboration features an 11-piece Barbie themed collection that includes pre- and post-shower products such as bath bombs, bubble bars, body balm, jelly masks, and soaps; courtesy of Lush Cosmetics.

the Krabby Bath is a hybrid soap, bath bomb, and bubble bar. In conjunction with Wes Anderson's summer film *Asteroid City*, Lush crafted the Lush x Asteroid City bath collection. Lush x Asteroid City collection features four bath products: Asteroid Bath Bomb, Asteroid City Shower Gel, Doomsday Soap and UFO Shower Jelly. There's an onslaught of Barbie collaborations and Lush joined the bandwagon. The Lush 11-piece Barbie themed collection includes pre- and post-shower products such as bath bombs, bubble bars, body balm, jelly masks, and soaps. The Barbie B fizzer is bright pink and white filled with nourishing coconut cream and shea butter while the Barbie Boombox and Barbie Handbag soaps feature a rhubarb and custard candy fragrance.

Collaborations are also happening in face care and deodorant. For example, Beekman1802 partnered with Mrs. Potato Head to create an at-home gentle facial peel formulated with goat milk, potato pulp, 10% lactic and lactobionic acid, and 15% glycolic acid. In June, Fussy, the refillable deodorant brand, and craft beer maker BrewDog, released the Fussy x BrewDog Beer-odorant. The Punk IPA-inspired natural roll-on deodorant has notes of hops, pineapple, and grapefruit. It is vegan, cruelty free, and housed in a plastic-free compostable refillable package.

4. Body Sprays Make a Comeback

Driven by the nostalgic trend and a throwback to the '90s, body sprays are making a comeback. According to The Benchmarking Company's data, 54% of women use body sprays as a post-bathing product. Summer was the "it" season for new launches with warm, beachy scents. Ellis Brooklyn launched a trio of body mists in Sand, Sea and Sun scents. Marketed as a clean and natural brand, Sand has an 86% biodegradable formulation, Sea consists of 35.56% natural origin ingredients and 29.17% of the ingredients are renewable, and Sun is formulated with 30.4% upcycled ingredients. For Summer 2023, Sol de Janeiro released a limited-edition trio: Bikini Season, Do Not Disturb, and When in Rio Perfume Mists. Bikini Season is a tropical, sweet fruity gourmand scent with guava nectar, sunlit orchid, and coconut water while Don Not Disturb is a warm, spicy floral musk with mimosa flower, musk, warm sand, and sun-washed linen accords. When in Rio is a warm floral amber with notes of vanilla, amber, bergamot, pear and jasmine. Saltair added Fine Fragrance Body Mists to its growing portfolio in three of its most popular scents: Pacific Pear, Pink Beach, and Santal Bloom. According to founder Iskra Lawrence, "[Body mists] are our number-one requested product. It's such a beautiful, low-maintenance, lightweight way to smell good all day." Pacific Pear highlights juicy



Spurred by customer demand, Trapp Fragrances entered the hand care market with hand soaps and lotions in the brand's most popular scents: Orange Vanilla, Lavender de Provence, and Palo Santo; courtesy of Trapp Fragrances.

notes of orange and pear with jasmine, orris, and a sandalwood base while Pink Beach features a creamy, coconut, and vanilla scent with lily and orange zest. Santal Bloom has notes of cardamom and magnolia followed by jasmine, amber, and sandalwood. In the spring, Panama Jack introduced four unisex tropical-inspired body mists in Crashing Waves, Salty Air, Seashore and Summer fragrances. The scents were designed to “radiate that beach feeling and allow the wearer to feel as if they are strolling along the water’s edge in their own personal oasis.”

5. Hands Over Fist

Frequent handwashing and the use of hand sanitizers are key factors in the growth of hand cream and lotion. The global hand cream and hand lotion market is expected to reach \$10.49 billion by 2027 growing at a CAGR of 10.2%, according to The Business Research Company^f. According to the Benchmarking Company, 70% of women reach for hand creams after their bath or shower. Like other beauty care segments, line extensions and clean formulas are appearing in hand care products. For example, hair care brand Amika has launched a new hand wash infused with sea buckthorn berry. The hand wash features the brand’s signature scent with notes of grapefruit, orchid, rose, vanilla, and sandalwood. Baylis & Harding introduced Kindness+, “a value-centered, clean beauty brand combining scientifically proven ingredients with 98% naturally derived formulas,” sold at Target. The range

includes two plant-based hand cleansers that are biodegradable, dye-free, paraben-free, silicone-free, and sulfate-/SLS-free and packaged in 100% recycled PCR plastic bottles. The Cleanse & Hydrate Hand Wash (Apple scent) is formulated with hyaluronic acid, allantoin, and provitamin B5 while the Cleanse & Glowing Hand Wash (Macadamia scent) is fortified with vitamin C, niacinamide, and provitamin B5. Spurred by customer demand, home fragrance brand Trapp Fragrances entered the hand care market with hand soaps and lotions. Trapp debuted the brand’s three most popular fragrances: No. 04 Orange Vanilla, No. 25 Lavender de Provence, and No. 77 Palo Santo in these applications. The products are cruelty-free, paraben-free, phthalate-free, and SLS-free. The hand soaps are made with aloe vera, and the lotions are formulated with cupuaçu seed butter and oat bran extract.

Conclusion

Self-care and bathing rituals with fragrances designed to enhance moods are driving consumer interest and usage of bath and body products. From head to toe, consumers enjoy scent experiences with scented bath and body products. Clean formulas, plant-based ingredients and sustainable packaging are evident. To engage consumers, brands in adjacent categories are creating line extensions and limited-edition collaborations. Body sprays are making a comeback and hand cream and lotions with functional ingredients are hitting shelves. Watch as functional ingredients and scents drive bath and body care innovation.



^f<https://www.thebusinessresearchcompany.com/report/hand-cream-and-hand-lotions-global-market-report>