NEW YORK Society of Cosmetic CHEMISTS

SCENT REIMAGINED:
3 TRENDS SHAPING THE FUTURE OF FRAGRANCE

May 20, 2026, 11:45 am, Amy Marks-McGee, Trendincite LLC Founder

Agenda

01 Introduction

02 Gourmand Scents & Edible Perfumes

03 Scent Infused & Fragrance Activations

04 AI & Fragrance Innovation

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A Fragrant World

According to Circana, in 2025,

- **Prestige fragrance** sales increased by **+6% to $5.9 billion**
- **Mass fragrance** sales rose **17%**

Global fragrance launches are increasing, with an **average annual growth rate of 51%** from 2021 to 2025, according to Innova

Between 2025 and 2029, **fragrance** is expected to **account for 23% of total beauty industry growth**, at a **CAGR of 5.5%,** per Euromonitor

Spate reports that **fine fragrance** has emerged as the **top beauty category for yoy growth**, with a predicted **31% surge in popularity**

Among **teens**, **fragrance** was **the fastest-growing** beauty category, rising **25% yoy**

Teen boys increased their **spending on fragrances** by **26%**, per Piper Sandler

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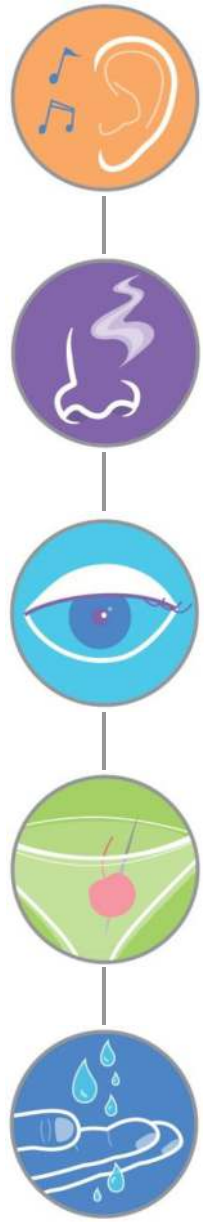
Gourmand Scents & Edible Perfumes



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Gourmand Scents Dominate

Spate High-Popularity Data:

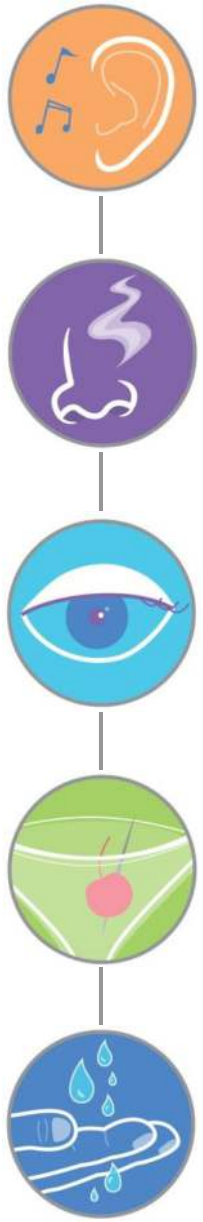
Pistachio +852.5%
Marshmallow +242.1%
Vanilla +24.4%

Gourmand fragrance searches rose by 170% yoy since 2023, according to Spate

Trendalytics found **gourmand perfumes** search interest is up **+338%**

According to NielsenIQ, **perfume sales are up 23%** as **people seek 'sensory inputs' they no longer get from food**

Mintel reported a **24% increase in gourmand scents**



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Complex Gourmand Scents

Daddy's Home MUG Root Beer

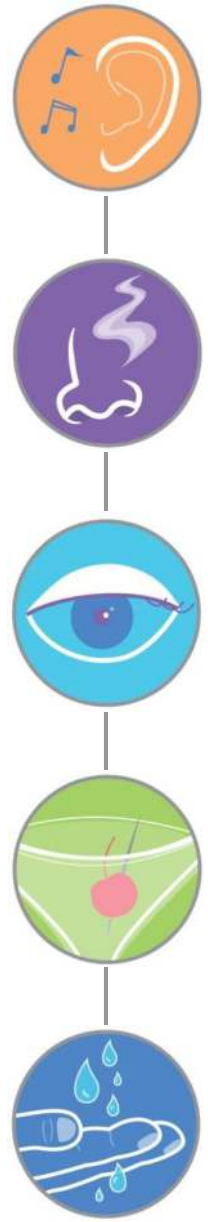
Kingsford x Jason Kelce Slow Burn

HoJo's Original Fried Clam Soap

BBW Pizza & Ranch

HomeWorx Ceramic Turkey Candle

Diptyque Sesame Noir



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Bread & Butter

Lidl Eau de Croissant

Bread Winner by Skylar

BBW Rooted Homemade Sourdough

Earl of East x All Things Butter

Thomas' Crannies & Cream Combo

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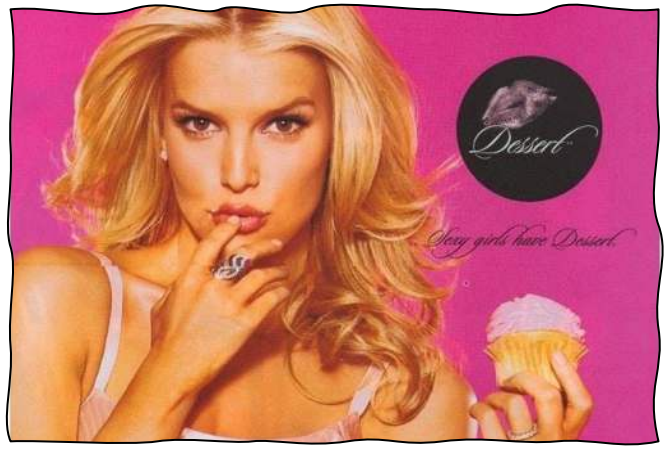
Edible Perfume

According to Spate, **edible perfume** has grown **+936.5%** vs. last year

TikTok holds an **83.8% popularity share** with a **1,000% growth**

There are **590** average **monthly searches** on **Google** and **299.2K** average **weekly views** on **TikTok**



Jessica Simpson Dessert Beauty 2004

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Lick It

Amoretti Edible Perfume Spray

Salt & Straw's Culinary Perfume

Sweetums Sweet Spot Fragrance

Amorecco Taste

Haute Sauce

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Scent Infused & Fragrance Activations

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Scent Infused

Cinnabon Wrapping Paper

Olipop Wrapping Paper

Kia Car Air Freshener

Hefty Garbage Bags

Bic Soleil Escape

Girl Scouts x Ooly

Ricola Scarves

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Fragrance Activations

Magnum Ice Cream

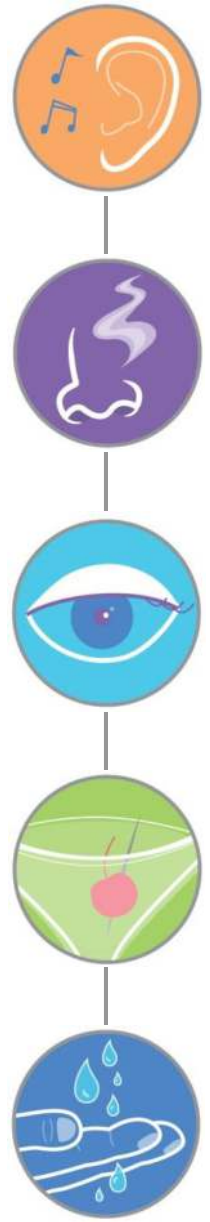
Emporio Armani Power of You

Sun Bum

Hrvatski Telekom

Citroën

Billie



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AI & Fragrance

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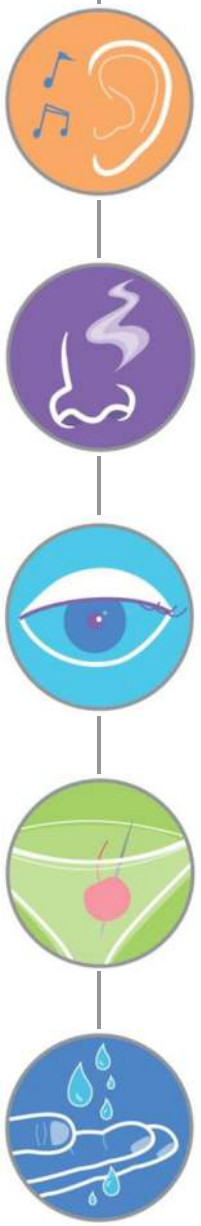
Digital Experiences

Accenture's Consumer Pulse Research:

- **76% of beauty consumers** are **open to a trusted AI-powered personal shopper**
- Among active gen AI users, **83% rely heavily on AI-driven results when forming product opinions**
- **78% describe content received as personalized**, and **87% find it helpful**

According to NIQ data:

- **More than half** of consumers **explore AI-enabled shopping tools**
- **49% already receive beauty recommendations** from generative AI
- **53%** of consumers **purchase through social platforms**
- **22% buy directly via TikTok Shop**



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Online Fragrance

Social media drives fragrance discovery, with **TikTok influencing 45% of U.S. social purchases**

Online fragrance sales are expected to **account for 35% of the global market by 2026,** per Scento

According to Statista:

- **773 million global consumers rely on e-commerce platforms for their fragrance purchases**
- **A quarter of all fragrance sales are made online**, generating nearly **$3 billion U.S. dollars in revenue**
- **By 2027**, the **fragrance e-commerce market** is forecast to hit **over $5 billion U.S. dollars in revenue**

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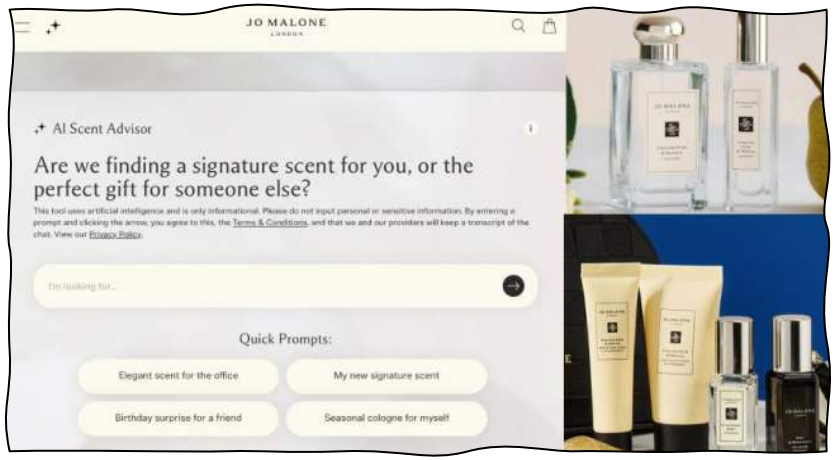
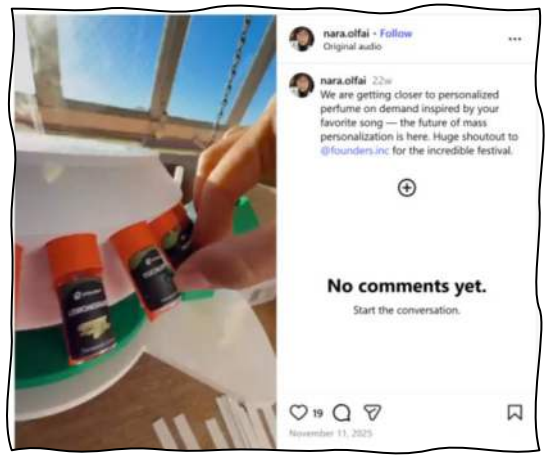
AI & Fragrance

FairScent
PERFUMES

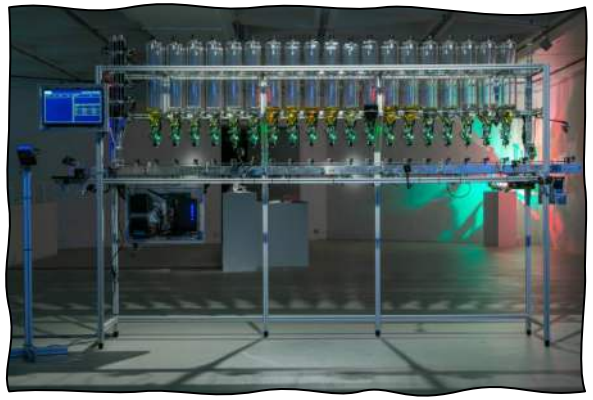


Jo Malone London Scent Advisor



Nara's "Song Perfect" Machine

Algorithmic Perfumery NYC

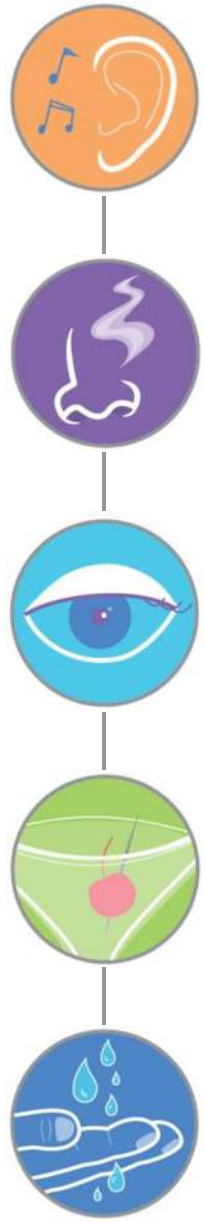


Algorithmic Perfumery Dubai

scentmate
dsm-firmenich

ScentRadar

osmo iff



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Key Takeaways

- **Fragrance is growing**, **complex gourmand profiles fuel innovation**, and **social media drives younger generations to experiment**. Expect **savory scent directions**, **edible perfumes,** and more **GLP-1 driven research** to emerge, identifying its relationship with scent

- Brands are exploring **creative** and **novel ways** to **infuse scent into unexpected applications**, such as paper, plastic, and textiles. **Fragrance activations** gain momentum to promote products both outside and inside. Keep your eyes peeled for **limited food & beverage collaborations** and new tech to diffuse scent for **multisensory experiences**

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Key Takeaways

- **AI is driving fragrance innovation**, both on **consumer-facing platforms** and in **internal B2B applications**

- In response to consumer demand for **convenience** and to **minimize the risk of blind purchases**, brands are **utilizing AI** as **digital fragrance discovery tools for personalization**. As a result, brands gain **dynamic data to analyze consumer preferences**

- On the supplier side, fragrance houses are **leveraging AI** to **co-create new fragrances**, **conduct predictive trend analysis on consumer preferences**, and **optimize ingredient combinations**

- Watch as **AI revolutionizes how fragrance is explored**, **personalized**, and **produced**

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THANK YOU

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