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The spark is the origin of imagination. It's the source of what's possible. It's the essence of creativity.

Spark, our insider resource for up-and-coming consumer trends and fragrance inspirations, contains the power to excite, enliven, and invigorate your creativity. Within this booklet, Bell Flavors & Fragrances has uncovered the latest fragrance concepts that are sure to get your ideas flowing, capture consumer interest, and ignite product ideation.

This year's Spark trends include inspirations from nature's bounty, innovative takes on beloved generational classics, gender-inclusive trendsetters, and scents created for urban globetrotters. We also look back at defining trends from last year's Spark, and explore how they've evolved for the coming year.

Ready to get sparked?

"We are thrilled to launch our next round of Spark trends to ignite your creativity and inspire your senses for product development. Bell's trend program has evolved over the years to become a dynamic program that analyzes different data points and generates trend insight for flavor and fragrance predictions and concepts. We are excited to 'spark' your interests!"

KELLI HEINZ | Director of Marketing & Industry Affairs

SERVICE

We are a family-run business, growing on an ever-expanding global scale. Although we are always adopting and implementing modern tactics and technologies into our practices, providing superior quality and excellent customer service still remains the heart and soul of our company.

ASSETS

The accredited and prized noses of our perfumer and evaluation teams are a proven asset for spotting emerging fragrances that will drive consumer preferences. Their tireless passion for analyzing, determining, and developing popular trends is revered as both an art and a science.

STATS

100+ years of fragrance industry experience, coupled with progressive marketing metrics, and data-driven insights backs each prediction we make on what fragrances are well on their way to mainstream acceptance. Social science and research analysis are always a part of the recipe we use to determine what is defining the world of fragrances.

INSIGHTS

Value added innovation can be taken to the next level with our unrivaled sensory testing services. This results-driven technology is used for identifying unique product characteristics and discerning product viability conducted by expert panelists that represent a wide range of demographics and category users.

DETAILS

Our detail-oriented regulatory team works around-the-clock to ensure that our fragrances and raw materials comply with the current restrictions and guidelines - covering all stages of production, processing, and distribution. Staying ahead of the ever-changing regulatory environment for our consumers is our top priority.

MEET OUR FEATURED TRENDS:

INHERIT THE EARTH

Earth-friendly derivations from nature's ever-changing harvest evoke the beauty of the outdoors.

URBAN ADVENTURER: NO BOUNDARIES

Far-off destinations are made even more extraordinary when travelers veer off the beaten path. From Cuba to Morocco and off to Patagonia, we explore some of the most diverse sensory destinations on the planet.

PURSUIT OF PURE

Innovations in the wellness market introduce natural blends and sustainable botanicals.

CROSSOVER

Exploring the spectrum of gender identities, we discover what's in store beyond the norm.

TIMELESS

What's old is new, and what's new is a fresh take on classics, courtesy of cross-generational influences.

LOOK BACK

Highlights of last year's trends and their presence in the marketplace to see where we've been and what's next.

Inside the Pages of Spark

*Look
for*

FRAGRANCES TO INSPIRE YOUR PRODUCT DEVELOPEMENT
FUEL TO IGNITE YOUR CREATIVITY

Inherit the Earth

From lush berries to warm spices, nature's bounty provides the opportunity to linger on the small and beautiful moments of the everyday. Moss and cypress are reminiscent of childhood days spent playing in the yard after a fresh summer rain. Gardenia brings to mind open windows on a mild spring morning. Rosemary recalls warm breezes carrying the scent of heirloom herbs from neighborhood gardens. And it seems memory isn't the only thing encouraged by scents rooted in nature: more than 40 percent of consumers say they feel more confident when wearing fragrances derived from nature. There has never been a better time to stop and smell the roses.

Fuel

Dasein Fragrance offers a line of unisex fragrances inspired by the ever-changing scents of nature throughout the year. All are small batch and hand blended, from their summer fragrance featuring notes of citrus and jasmine to the winter option combining bright conifers with warm spices.

SEEDS OF INSPIRATION

PLUOTS

A hybridized fruit gaining popularity, the pluot combines aspects of plum and apricot in one speckled, soft-bodied fruit. Pluot's deep color, subtle tart note, and crisp floral depth has made this interspecific fruit an exciting addition to the fragrance world.

HONEY MANDARIN

Created by combining the King mandarin and the Mediterranean (Willowleaf) variety, the early maturing honey mandarin is a sweet, small, golden orb with tangy citrus notes and a peppery warmth that adds effervescent lightness to any fragrance composition.

TAYBERRIES

Named after the river Tay in Scotland, tayberry is a raspberry-blackberry hybrid offering a rarefied aroma. Tayberries aren't easily plucked by hand or machine, so capturing the complex tartness of this subtly sweet berry is an aromatic reward.

DAPHNE

Finding its roots in Greek mythology, Daphne is the name of the god Apollo's love interest and is also the Grecian word for "laurel." This ancient evergreen shrub, smelling of almond and spicy cajeput, is widely known for its clusters of flowers and deep-red berries.

NUTMEG

Hailing from the Spice Islands of Indonesia, nutmeg's warm, nutty depth and spicy earthiness have long given character to creamy caramels and subtle squashes. With more than 12 metric tons shipped across the globe annually, nutmeg continues to be a fragrant leader in aromatic trade.

PINEAPPLE SAGE

The bright red blooms of pineapple sage are commonly found in the mountainous regions of Mexico and Guatemala and are favored by hummingbirds. Crushing the leaves of the aromatic plant releases clean, herbaceous sage and an energizing zest of pineapple.

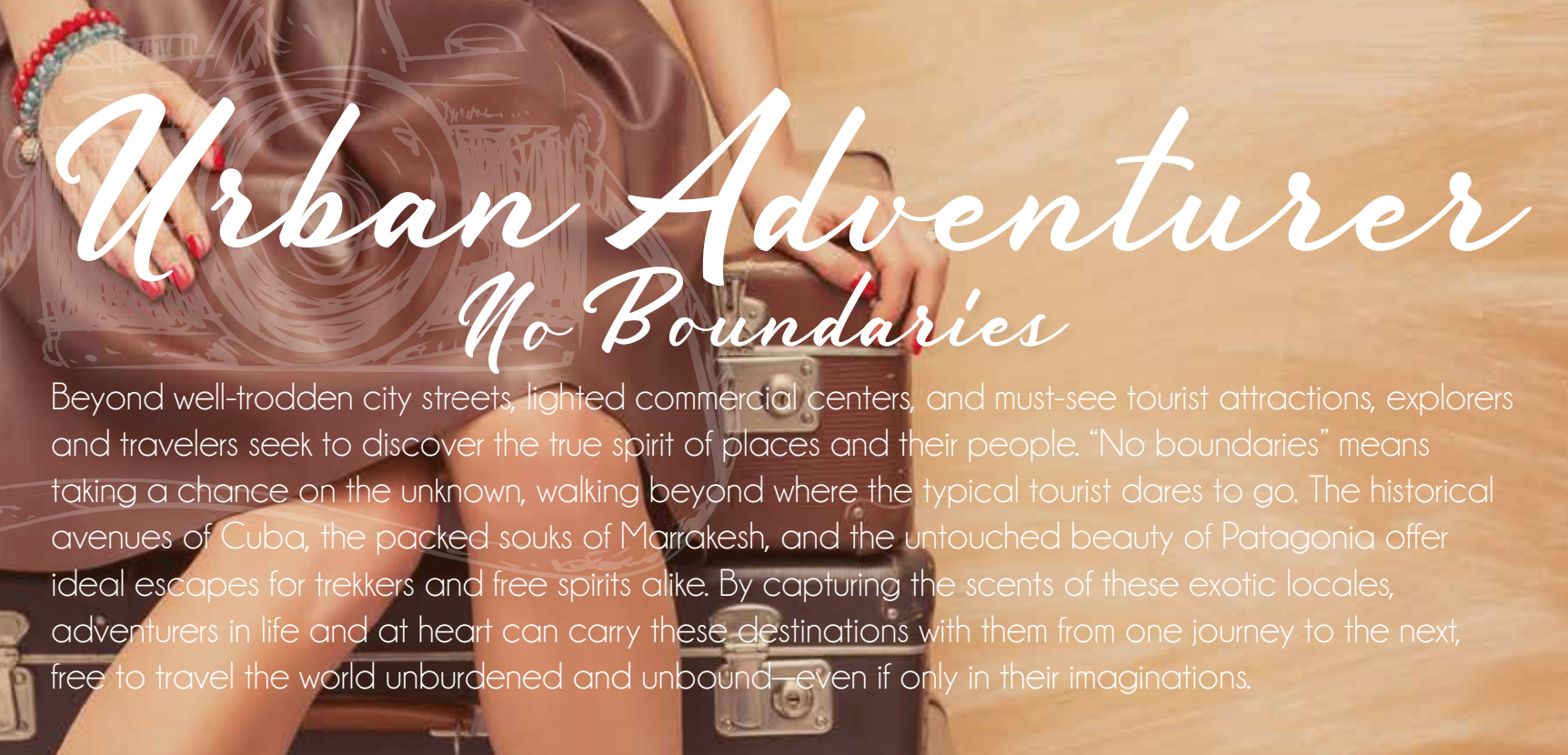
QUINCE

This golden-yellow fruit, often described as a pear combined with an apple, is native to the rocky cliffs of Southwest Asia, Turkey, and Iran. Cutting open a quince unleashes deep honey-sweet notes of juicy guava and exotic pineapple-like spiciness.

quince



nutmeg



Urban Adventurer No Boundaries

Beyond well-trodden city streets, lighted commercial centers, and must-see tourist attractions, explorers and travelers seek to discover the true spirit of places and their people. “No boundaries” means taking a chance on the unknown, walking beyond where the typical tourist dares to go. The historical avenues of Cuba, the packed souks of Marrakesh, and the untouched beauty of Patagonia offer ideal escapes for trekkers and free spirits alike. By capturing the scents of these exotic locales, adventurers in life and at heart can carry these destinations with them from one journey to the next, free to travel the world unburdened and unbound—even if only in their imaginations.

LET’S HAVANA ADVENTURE : CUBA

Old-world Central American flair makes Cuba the ideal locale for Western globetrotters seeking a nostalgic—and nearby—vacation destination.

MARIPOSA

Cuba’s national flower releases a bright lemon-ginger aroma led by grass, followed by rich and floral lily of the valley, and osmanthus.

BABY BANANA

Lightly floral with tones of warm vanilla sugar and spicy cognac, this Cuban staple captures a creamy, unmistakable scent.

ROBUSTA COFFEE

A strong cup of Cuban coffee, bolder than the typical morning Joe, is a wake-up call in literally every sense, with smoky ambers, peppery spiciness, and a shot of burned brown sugar sweetness.

CIGAR PAPER

Sweet and warm maple mix with sharp whiskey tones to create an aromatic blend that’s floral with earthy complexity.

Fuel

The new Patchouli Eau de Parfum from Etro is a scent for modern-day nomads. Warm, woody notes and a host of resins, including amber, labdanum, and tolu balsam, accent the depth of the patchouli. Its multi-colored, iridescent bottle references the vivid atmosphere of the international trade route from Europe through the Middle East to China, where patchouli is still grown.

STEPPE INTO PATAGONIA

In a single day, this sparsely populated region at the southern tip of South America can experience everything from the blistering heat of summer to blinding winter snows. Isolation and unexpected weather patterns have made Tierra del Fuego—or “The Land of Fire”—home to some of the most bizarre and beautiful flora on the planet, offering a one-of-a-kind sensory experience for adventure seekers willing to traverse the farthest corners of the globe.

GLACIER

Patagonia’s Andean landscape is speckled with glacial plains and icy caverns, for clean, metallic base notes followed by balsam and incense.

PINEBERRY

This sugary sweet and floral white strawberry evokes juicy pineapple and sensuous wild rose.

CRIMSON SPIRE

Rubbing the needles of this sweet, sappy evergreen releases warm cedar and musky sandalwood aromas.

VOLCANIC ASH

Herbaceous fougère—or fern—and chypres create a fragrance profile with citrus-like top notes and a base of moss and musk.

SOUK SEARCHING : MOROCCO

The former capital of the kingdom of Morocco, Marrakesh is known for its crowded, winding souk markets and nearby botanical gardens, which create an aromatic blend of urban and natural wonders.

MOROCCAN MINT

Spicy and refreshing, this herb is similar to a blend of sharp spearmint, sweet peppermint, and floral cornmint from Morocco’s mountainous regions.

PRESERVED LEMON

Unlike the typical fresh-picked lemons of the west, the saturated sweetness of preserved lemon brings out deep and complex undertones of this sharp citrus, giving it a subtle warmth and metallic bite.

POMEGRANATE

Once opened, the initial earthiness of the pomegranate’s skin is replaced by subtle florals and sweet wines.

MARIGOLD

Valued for its pungency and sold in small vials, this golden syrup smells of bittersweet honey with wisps of gardenia sweetness.





irish sea moss



babaco

Fuel

Juniper Ridge recently launched its new Backcountry line of body care products and room sprays inspired by adventures in nature and made with ingredients literally gathered from the wilderness in partnership with nature conservancy organizations. Notes include a white sage that alludes to the deserts of the West and a cascade forest derived from the evergreens of the Pacific Northwest.



Pursuit of Pure

Holistic wellness has extended beyond simply practicing self-care and eating well. Today's whole-health market includes sustainable fragrances and naturally derived personal care products that care as much for the environment as they do for skin and hair. Eco-friendly ingredients are finding their way into everything from purified beauty waters, face masks, and body creams to elixirs of essential oils steamed directly from heirloom herbs, florals, barks, and roots. The global natural and organic beauty market, currently estimated near \$11 billion, is projected to double in the next eight years, nearing \$22 billion by 2024. Valuing their wellness and the wellness of the environment, people continue to seek enriching botanicals and customizable all-natural blends that make them look as good as they feel.



BABACO

Ripe babaco fruit is a tropical discovery with mildly acidic undertones that releases notes of fruity and fresh papaya, pineapple, strawberry, and kiwi.

KAOLIN CLAY

This purifying clay has been known to soothe, absorb oil, and cleanse delicate skin to leave it feeling smooth and supple. Earthy and full of beneficial minerals, kaolin clay has also been claimed to encourage rejuvenation of skin's cells.

TEA LEAF

Full of beneficial antioxidants, tea leaf protects skin cells from damage and promotes overall wellbeing. Native to China, Japan, and northern India, this varied species is known for its fragrant blossoms and has been used in medicinal, cultural, and spiritual healing practices for thousands of years.

EAU'D TO THE LAND

IRISH SEA MOSS

Irish sea moss is a type of seaweed that has been used for centuries in traditional Irish health practices. A natural source of vitamins and minerals with briny, earthy notes, Irish sea moss has been known to thicken hair from root to tip and helps to add elasticity to tired skin.

MANKETTI

Oil derived from the manketti tree can retain moisture in skin and hair to prevent harsh drying and long-term damage. This hardy fruit thrives in sub-Saharan Africa and fends off UV rays.

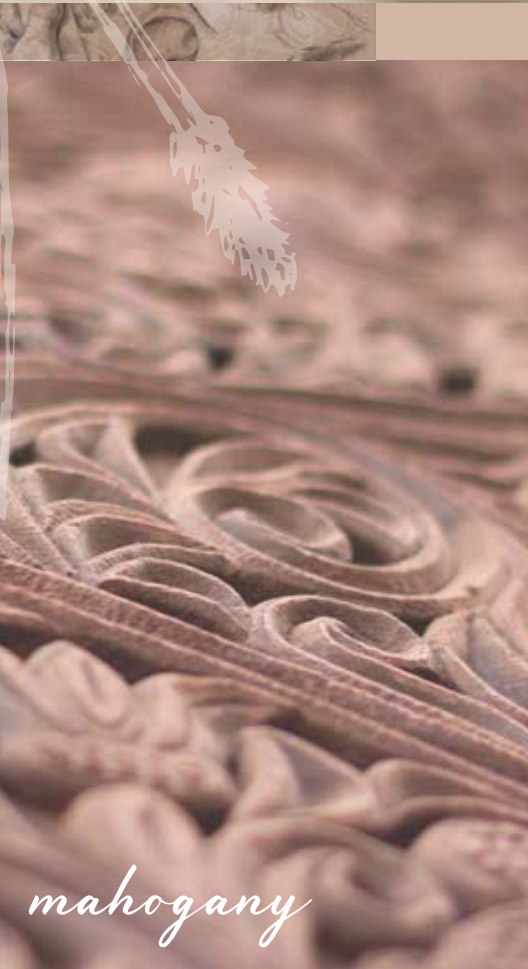
SAGE

Sage's subtle, herbaceous, and woody undertones give way to a lemony sharpness when extracted. Known for its cell-stimulating and circulation properties, this super-herb is packed with skin-loving vitamin A and calcium.

LEMON BALM

Tart and earthy with a hint of sweetness, this citrusy member of the mint family acts as an excellent source of antioxidants and immunity boosting acids that can help skin and hair feel soft and silky.





Crossover

Neutral doesn't have to be boring. Today's gender-inclusive fragrances include a spectrum of unexpected note pairings that excite and challenge the norm, blurring the lines of non-binary identities and feminine and masculine expressions. Eleanor Dwyer, a U.S. beauty and fashion research associate at Euromonitor International, said, "Unisex fragrances are popular with consumers who care about expressing their individual personality through their fragrance; they don't want to be assigned a standard fragrance based on their gender, but would rather find a scent with unique personal appeal." Looking to include people of all genders, perfumers are creating fragrances to reflect the unique nuances of men, women, and everyone in between. Well-loved and well-worn standbys such as Calvin Klein's bestselling gender-neutral CK ONE have piqued the interest of consumers for more than 20 years, and many now actively seek fragrances that promote gender-inclusive use. So, explore the limitless possibilities of fragrances that erase gender lines.

Fuel

Designer Philippe Starck recently launched Peau d'Ailleurs, a fragrance for non-binary people, designed by Annick Menardo, the fragrance designer behind Yves Saint Laurent Body Kouros. Starck describes the scent as "strange, undefinable and elusive," with notes of mineral, ambers, musks, and woods for a universal appeal.

mahogany

MAHOGANY

When chopping into this exotic hardwood, a light and lingering aroma floats above complex, earthy amber.

HOPS

Nutty notes present a warm and wispy honey scent over bitter, fresh-cut greens and grasses.

WASABI

A powerful blend of verdant aroma with a spicy, peppery finish. Fresh, green, and unexpected, wasabi's neutral foundation gives way to zesty sharpness.

ONE FOR ALL

ORCHID

Orchid's undefinable scent can range anywhere from bright citrus with hints of raspberry and coconut to deep musks with notes of amber and woods.

VIOLET

Violet's powdery sweetness is balanced by metallics, greens, and an aqueous profile.

SUEDE

Created by blending creamy leathers, musks, and deep earthy woods.

LEATHER

First distilled as a scent for King George III, the sensuous base of leather consists of butter-soft ambers and natural birch, exciting notes of juniper, myrtle, and sweet vanilla.

Timeless

The trajectory of typical adulthood has shifted, with many young adults having settled home after college. Parents become more like peers to their adult children, effecting both groups' awareness of trends and personal preferences. This cross-generational melting pot creates a unique blend of Baby Boomer, Gen X, Millennial, and Gen Z trends that extend beyond fashion and music into the realm of personal care products and beauty regimens. From modern fragrances with spices and a floral throwback flair to classic musk and woody scent remixes, trendsetters are merging the generation gap and designing fragrances without generational constraints.

ALL AGES, ALL STAGES

BURLAP

A fabric made of jute or flax featuring tones of soil and oats blended with sweet and creamy caramel.

CEDAR

A distinctive favorite, cedar's spicy resins veil woody ambers, junipers, and balsams.

OAKMOSS

This lichen grows in temperate mountain forests of oakwoods and pine. Grassy vetiver and patchouli round out a complex and organic profile.

PEONY

Named for the Mediterranean myth of the beautiful maiden, Paeonia, the green freshness and bright florals of the many-petaled peony create an unmistakable warm and balanced aroma.

GARDENIA

The sensual, waxy blossom of the gardenia captures clean linens and strong and sweet florals with hints of tea tree, jasmine, and pure honey.

FIR

Green and woody, the coniferous evergreen fir has a balsamic bite that is smooth and earthy.

Fuel

Author Barbara Herman, an expert on vintage perfumes, launched the Eris Parfums brand with the support of a successful Indiegogo campaign. The initial line of three scents—Belle de Jour, Night Flower, and Ma Bête—"brings back the beast" in perfume by offering the intensity and eros of vintage perfume for a modern audience using scents like sandalwood, incense, birch tar, and tuberose.



Look Back

To move forward in confidence, we first look back. Last year's Spark trends laid the groundwork for this year's newcomers, making some of our current inspirations a welcome and refreshing evolution for many consumers. Where Spark has been and where it's going may evolve, but the bridge between allows us to access past successes so that we may better forecast the future.

GLOBAL BEAUTY

With the global natural and organic personal care market expected to continue its rapid expansion, consumers seek foreign variety in their beauty regimens. Botanicals are quickly becoming the "it" ingredient in this burgeoning market, with hair care providers like TRESemmé Botanique being the latest to hop on board with its hair-care line infused with macadamia, coconut, and tea tree oil.

INDIE SHOPPE

Grab these fresh finds while you still can! The multi-billion dollar beauty industry always has one eye open for what's fresh and new, meaning that a number of indie beauty brands are being bought up and bought out. Last year, indie beauty brands long confined to their home countries, states, and even regions descended on New York and Los Angeles for the Indie Beauty Expos to share their products and personal care practices with a vying global audience. Offering everything from Osmia Organic's line of juniper berry distilled fragrance to small batch home detox boxes for calming, cleansing, and healing from The Good Home Co., these hometown brands are fast becoming household names.

MANPERING

Leading to greater developments in the gender-inclusive Crossover trend, men's personal care options are becoming more elaborate, exotic, and profitable. Dior's uber-masculine Sauvage fragrance claims "strong and unmistakable masculinity" as its key inspiration for layering male-centric ambergris with sumptuous bergamot and spicy pepper, which Dior has translated into both body lotion and aftershave applications.

WELLNESS REDEFINED

Feeding into the belief that true beauty comes from within, nutrition and personal care markets are converging. Companies such as Color Proof are whipping up nutritious hair care formulas inspired by the skin and hair loving vitamins provided by the baobab fruit. Along with its reserves of vitamin C, potassium, and antioxidants, this hearty fruit gives hair a nutty, floral, and fruity scent.

URBAN ADVENTURER

Korean beauty techniques and products have been popping up in the Western medicine cabinet for some time now, but it's Korean anti-aging and skin rejuvenation products have gained the most cult-like following. Dr. Jart+, a Seoul-based skincare company, currently offers a line of face masks to answer specific skin needs. From inflammation and redness to brightening, highlighting, and hydrating, Dr. Jart+ products have your back (well, your face).

