

20
23

FRAGRANCE TRENDS

for Commercial Facilities



AEROWEST INTERNATIONAL 2023



ON-TREND SCENTS

Fragrance trends for 2023 have been shaped by a combination of the after effects of the COVID-19 pandemic, the outbreak of war in Europe, inflation and a longing for better days. Consumers have become more conscious of the importance of physical AND mental health, sustainability, as well as a desire to feel connected to nature.

2023 is expected to seek nostalgia, bringing the past to the present, and embrace minimalism and simplicity, expressed through natural earthy notes. We also anticipate lots of feel-good fragrances to wash worries away.

1.) Nostalgic

2.) One With Nature

3.) Sensual

4.) Self-Care

5.) Feel Good

ADDITIONAL TRENDS INCLUDE:

Back to the 90's | Hippie Vibes |
Diversity & Inclusion | Timeless
Classics





**INSPIRED
TRENDS**



TRENDS

01 NOSTALGIC SCENTS

Scents inspired by times passed are reemerging in air care and perfumery. Experience the scents of the past.





I N S P I R A T I O N S

DECOR OF THE AGES

FASHION OF THE PAST

ESCAPE FROM CURRENT EVENTS

FOOD





2023



WHAT TO EXPECT

NOSTALGIC SCENTS

People are eager to embrace good times and fond memories of the past. Nostalgic scents provides an opportunity to re-experience the the good, the crazy, the forgotten, and even the slightly embarrassing things of the past.

Nostalgic fragrances evoke a sense of playfulness, escape, and joy. Old favorites are being reinvented and brought back to life. You can also expect to see scents with notes of fresh water, chocolate, sandalwood, ginger, and freshly cut grass.

“Smell is a potent wizard that transports you across thousands of miles and all the years you have lived.”

- Helen Keller



AEROWEST RECOMMENDS: LUXE
Elegance, Pure Comfort, Vanilla
Opulence, Falling Leaves



INSPIRATIONS

MOUNTAIN BREEZE

LAKES

OCEAN

FORESTS

A WALK THROUGH THE WOODS

There's a growing emphasis on the use of sustainable ingredients & environmental friendliness, particularly in this category.

***AEROWEST RECOMMENDS: Clear Lakes,
Ocean Breeze, Forest Breeze***

ONE WITH NATURE

In our fast-paced world, people desire a connection to nature. Nature fragrances represent a refuge, a source of well-being, and a means of healing and finding oneself. These fragrances allow you to experience mother nature through the power of scent. Expect fresh green scents, woody notes, and herbals packed with essential oils.



TRENDS



WHAT TO EXPECT:

Envelope yourself in sensuality with intriguing notes of rose, violet, Italian leather, spice, tobacco, vetiver, and jasmine.



03 SENSUAL SCENTS

2023 fragrance trends are all about how fragrance makes you feel. Sensual fragrances are becoming extremely popular. They're sophisticated and intoxicating while delivering a boost in confidence. You'll find interesting combinations like a seductive florals contrasted with Italian leather.



TRENDS

AEROWEST RECOMMENDS: Italian Leather, Jasmine Lotus, Fresh Timber, Hibiscus & Apple Blossom, Eucalyptus Rosemary, Rose



AEROWEST RECOMMENDS:
Green Tea, Lavender Chamomile,
LUXE Relaxing, Redwood Forest

WELLNESS & SELF-CARE

The growing awareness of physical and mental health has inspired the booming trend for wellness fragrances. Not only do these scents promote wellness, but sustainability and environmentally friendly scents will be very important.



TRENDS

WHAT TO EXPECT

Conscious consumers are seeking out clean, sustainable scents designed to change our mood and energy levels. Popular fragrance notes include woody, citrus, bergamot, waterlily, amber & vetiver notes.



AEROWEST RECOMMENDS:

***Peaches & Plums, Grapefruit
Splash, Orange Burst, Clean Linen,
Clean Cotton***

FEEL-GOOD SCENTS

Similar to the wellness trend, consumers want fragrances to boost their mood and trigger happy feelings. Feel-good fragrances like peach will dominate, along with bright citrus favorites like grapefruit, orange, and uplifting florals will continue to be very popular.



TRENDS

ADDITIONAL TRENDS

01 BACK TO THE 90'S



Fragrance follows fashion. Popular fragrances from the 90's are coming back! Thanks to tik tok, millenials who did not get to experience the joy of the 90's are discovering them now. Expect to see fragrances like bubble gum, honey, orange blossom, vanilla, & iconic perfumes like Clinique Happy

AEROWEST RECOMMENDS:

Cucumber-Melon, LUXE Stimulating

02 DIVERSITY & INCLUSION

Brands that prioritize the representation of underrepresented communities, independent brands, and brands owned by women and people of color will be popular.

AEROWEST RECOMMENDS:

All fragrances! AeroWest is a certified Woman-Owned Small Business with scents for everyone.





03

HIPPIE VIBES

Bring out your inner hippie with an increasing number of earthy, herbal fragrances like nag champa, patchouli, sandalwood, opium, and Egyptian musk.

AEROWEST RECOMMENDS:

Oud & Sandalwood, LUXE Inspiring, Eucalyptus Rosemary

04

TIMELESS CLASSICS

The old favorites aren't going anywhere! Fresh, clean scents will always be popular and 2023 is no exception. Clean linen scents and fresh citrusy fragrances are as trendy now as they ever were.

AEROWEST RECOMMENDS:

Lemon Drop, Springtime Fresh, White Linen



TRENDS

SCENT MARKETING

Of all of our senses, smell has the most powerful effect on memory & emotions. Here's how scented environments help businesses succeed:

ENHANCE CUSTOMER EXPERIENCE:

Great Service + Great Fragrance = Awesome Customer Experience
Providing a full sensory experience for your customers deepens engagement, satisfaction, happiness & emotional connection

INCREASE SALES & VALUE PERCEPTION:

In scented environments, customers linger 40% longer, spend an average of 20% more, perceive their experience as higher-end & luxurious & pay more for the same products/services.

BE UNFORGETTABLE:

Pairing a full sensory experience with exceptional customer service builds a strong emotional connection between your brand & your customer.

INCREASE BRAND LOYALTY:

People love what makes them feel good. When your customers associate you with an amazing, well-rounded experience, they'll love being in your facility & want to repeat those experience & share them with friends.

MOTIVATE EMPLOYEES:

Scented workplaces improve the mood and behavior of your staff, inspiring more productivity & motivation.

SCENT MARKETING

Scent Marketing is the strategic use of scents to enhance the customer experience, increase sales, & create a memorable brand identity



Customers spend **20%** more in scented spaces



Pleasant scents lift mood up to **40%**



Scented areas are perceived as *higher-end* and *luxurious*



Customers linger **44%** longer in the presence of scent

WELL-KNOWN BRANDS THAT USE SCENT

Rolls Royce | Burger King | United Airlines | Abercrombie & Fitch | Disney | Cinnabon | Hugo Boss | Samsung | Dunkin Donuts | Hyatt Place | Westin | Hallmark | Hershey | Hilton Hotels | Pandora Jewelry | Caesar's Palace | Barclay's Center | Alinea Restaurant | Hard Rock

FRAGRANCES FOR EVERYONE

AeroWest helps you achieve your goals with fragrances that provide memorable first impression & enhance the perception of your facility. We offer 50+ essential oil based fragrances & professional scent machines.

- 1.) Fragrances for All Industries
- 2.) On-trend Fragrances
- 3.) Seasonal Scents
- 4.) Signature Scent Creation
- 5.) Full-Service or Self-Service

A good fragrance should have a certain personality that makes people identify the scent with you.

- Shakira



2023



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