

Ingredient Trends in Cosmetics

Made for CEW

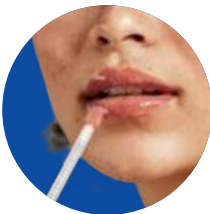


Introduction

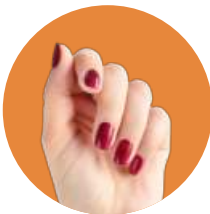
Scents are no longer just the territory of perfume; they are now a key factor influencing purchase decisions across lip, face, and nail care categories. Revuze's "Fragrance Ingredient Trends in Cosmetics" report dives deep into this sensory shift, analyzing **131,575 unique consumer reviews** collected from **January 2024 to October 2024** on platforms like **Amazon, Sephora, Ulta, Macy's**, and more.



Face



Lip



Nail

The report identifies the most influential fragrance trends, spotlights the key scents shaping consumer sentiment, and highlights the products and brands that are leading this evolution. By exploring consumer feedback, the report sheds light on which fragrances captivate customers and which categories are most impacted by this shift.

SOURCES

The reviews were sourced from various major retailers, including:



Amazon



Sephora



Ulta



Macy's

PERIOD

January 2024 to October 2024

NUMBER OF REVIEWS ANALYZED

131,575

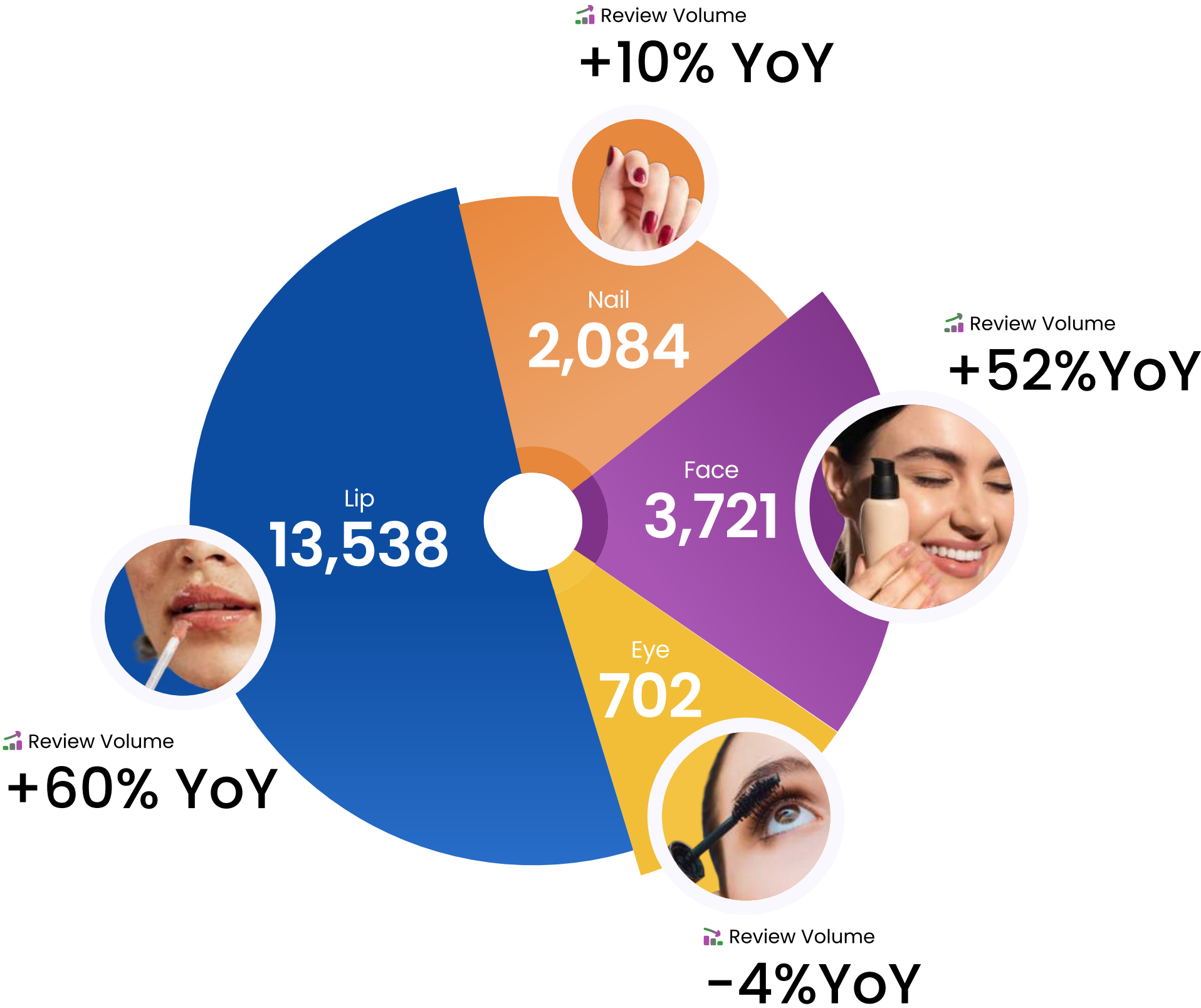
From dessert-inspired lip care to nostalgic face care aromas and fresh, botanical nail care fragrances, this report offers an in-depth view of the rising role of fragrance in the beauty experience. Brands can leverage these insights to fine-tune product development, enhance marketing messaging, and create stronger emotional connections with their customers.

Review Volume by Category

During 2024, there was a 119% increase in mentions of ingredients related to fragrances in cosmetic product reviews compared to 2023.

The **Lip Category** had the largest discussion volume for fragrances compared to other categories as well as the highest increase in fragrance related mentions at 60% YoY increase.

Eye was the only category to decline in fragrance related mentions.



Lip Category

The Lip Category took center stage in 2024 with **13,538** fragrance-related ingredient mentions and a remarkable **60% growth**.

Fueled by dessert-inspired scents, these products tap into consumers' cravings for comfort and indulgence. Beyond beauty essentials, lip products now deliver a multi-sensory experience – turning daily routines into moments of joy, nostalgia, and self-care.

 Ingredient mentions
13,538








 Growth
60%



Fastest Growing Fragrances in Lip

Vanilla, Chocolate, and Cotton Candy are the top three most discussed scents in the lip category for 2024, showing significant growth compared to 2023.

This increase reflects a shift from 'regular' fragrances to baking and dessert-inspired scents, highlighting consumer preference for sweet, nostalgic, and comforting aromas in lip products.

<div>Vanilla</div> <div>2,976</div> <div>+133%</div>	<div>Chocolate</div> <div>949</div> <div>+77%</div>
<div>Cotton Candy</div> <div>897</div> <div>+248%</div>	<div>Watermelon</div> <div>730</div> <div>+151%</div>
<div>Honey</div> <div>641</div> <div>+91%</div>	<div>Peach</div> <div>338</div> <div>+99%</div>
<div>Orange</div> <div>300</div> <div>+79%</div>	<div>Coffee</div> <div>274</div> <div>+80%</div>
<div>Raspberry</div> <div>242</div> <div>+88%</div>	<div>Caramel</div> <div>238</div> <div>+159%</div>

Lip: Vanilla

The Vanilla scent is a growing trend in the lip care category, appearing across balms, oils, and liquid treatments.

Consumers appreciate its comforting aroma, which enhances their overall product experience.



Perricone MD

SUMMER FRIDAYS

BIOSSANCE™.

Perricone MD
Lip Oil

Summer Fridays
Lip Butter Balm

Biossance
Pro-Peptide Hydrating
Lip Perfector Balm



“It had a nice **vanilla smell** that made it even better to use.”

“The **vanilla smells** so good and it works very well all day!”

“The **vanilla scent** smells amazing – my lips instantly feel hydrated.”

Lip: Chocolate

Chocolate scents are a rising trend in lip care, offering indulgence across various textures and product types, from balms to glosses.



LANEIGE



TOM FORD

LANEIGE
Berries N'Choco Kisses Set

Vaseline
Lip Therapy Cocoa Butter

Tom Ford
Gloss Luxe Moisturizing Lip Gloss



“I love the scents of both of them and **the chocolate one is probably my favorite.**”

“The scent is so amazing, **smells like chocolate!**”

“I love the smell, **it has a yummy chocolate smell.**”

Lip: Cotton Candy

Cotton candy scents evoke strong nostalgia, reminding consumers of childhood memories.

This playful and sweet aroma drives appeal across lip products, enhancing the sensory experience and emotional connection.



LIP SMACKER.

LANEIGE

CRICKLE DAISY

Lip Smacker
Flavored Lip Balm



Laneige
Lip Sleeping Mask Intense
Hydration



Crickle Daisy
All Night Long Lip Treat Mask



“Transported me back to my early 90s childhood. It **smells and tastes just like cotton candy!**”

“**I love the smell** and do think it smells like that **nostalgic cotton candy scent.**”


“**I love all things cotton candy** so I had to try the Crickle Daisy all night long lip treat mask, **and the scent is on point.**”

Face Category

The Facial Care Category experienced significant growth in 2024, with 3,721 fragrance-related ingredient mentions—a 52% increase compared to 2023.

This surge reflects evolving consumer preferences, as skincare products continue to deliver more than just functionality. Ingredients are transforming face care into a multi-sensory experience, enhancing satisfaction and emotional connection while making daily routines feel more indulgent and enjoyable.

 Ingredient mentions
3,721

 Growth
52%



Fastest Growing Fragrances in Face

Chocolate, Watermelon, Vanilla and Cotton Candy are amongst the most discussed scents in the face category for 2024, showing significant growth compared to 2023.

Similar to the Lip Category, this increase reflects a shift towards sweet, dessert-inspired fragrances, highlighting consumer preference for nostalgic, playful, and comforting aromas in face products.

<div>Chocolate</div> <div></div> <div>+344%</div>	<div>Watermelon</div> <div></div> <div>+294%</div>
<div>Vanilla</div> <div></div> <div>+66%</div>	<div>Strawberry</div> <div></div> <div>+104%</div>
<div>Cucumber</div> <div></div> <div>+100%</div>	<div>Cotton Candy</div> <div></div> <div>+342%</div>
<div>Banana</div> <div></div> <div>+100%</div>	<div>Sugar Cookie</div> <div></div> <div>+69%</div>
<div>Jasmine</div> <div></div> <div>+100%</div>	<div>Gardenia</div> <div></div> <div>+250%</div>

Face: Chocolate

The chocolate scent increases satisfaction and makes users look forward to using face products, turning their routine into a more enjoyable experience.



NYX

Too Faced

WESTMAN ATELIER

NYX
Professional Makeup Buttermelt Bronzer

Too Faced
Chocolate Soleil Melting Bronzing
& Sculpting Stick

WESTMAN ATELIER
Vital Skin Foundation Stick



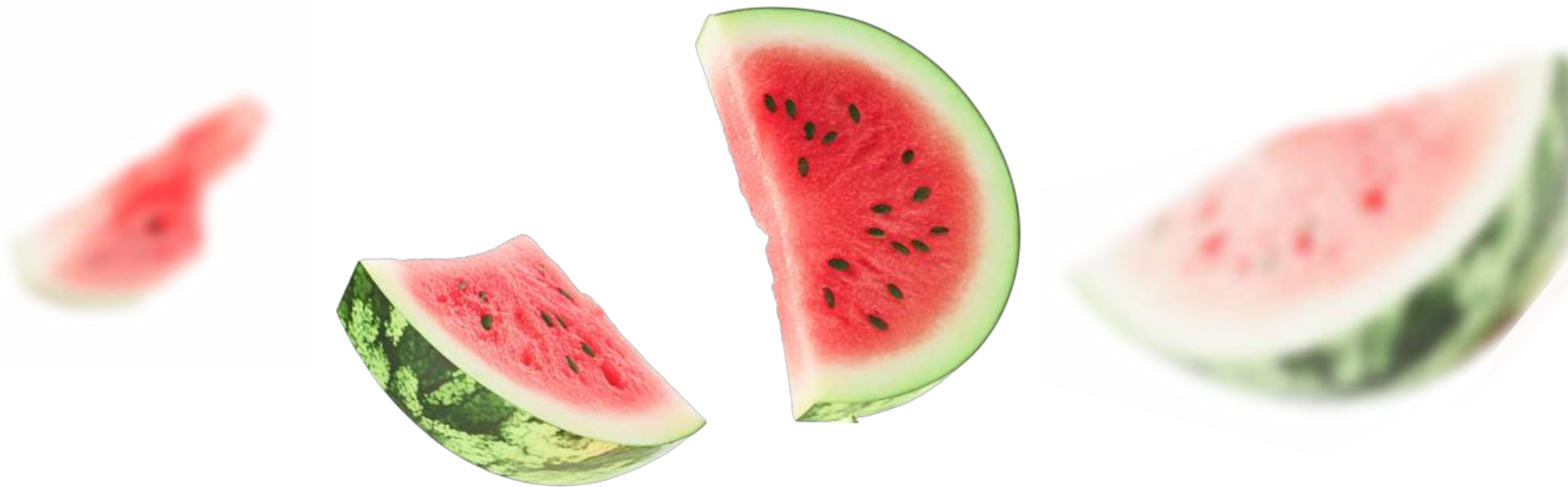
“It smells like chocolate I am so obsessed!”

“The chocolate scent is a delightful bonus that makes me look forward to using it every morning.”

“It smells a bit like chocolate which I also love!”

Face: Watermelon

The watermelon scent enhances the appeal of face products, with consumers praising its refreshing fragrance and connecting it to positive product performance, making it a standout feature in driving satisfaction and obsession.



GLOW RECIPE

UD
URBAN DECAY

e.l.f

Glow Recipe
Watermelon Glow Niacinamide Hue
Drops Sun Glow Serum

Urban Decay
All Nighter Hyaluronic Acid Setting Spray

e.l.f. Cosmetics
Jelly Pop Dew Primer



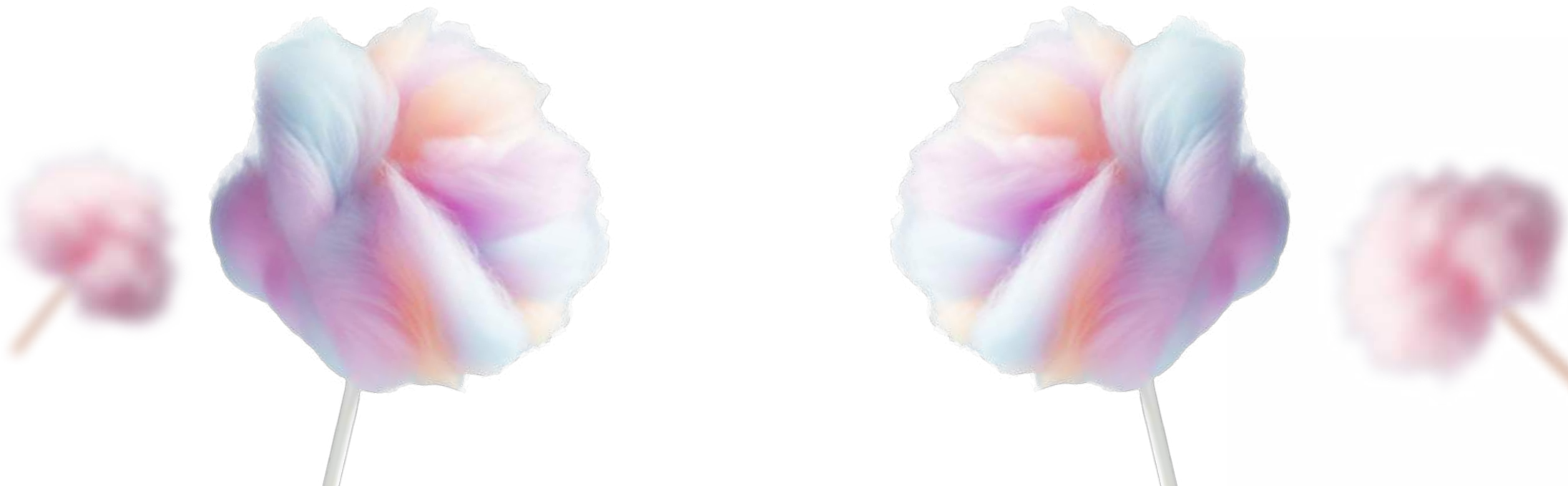
“LOVE the watermelon scent of the product, I am obsessed!”

“First off, the watermelon fragrance is simply amazing!”

“Don't even get me started with the smell. Its so good. Smells like watermelon and works so good.”

Face: Cotton Candy

The cotton candy scent delights consumers by evoking a sweet, nostalgic experience, enhancing their satisfaction and emotional connection to face products, making it a standout feature in driving product obsession.



NYX

HUDA BEAUTY

NYX Professional Makeup
Marshmallow Smoothing Primer

Huda Beauty
Blush Filter Soft Glow Liquid Blush



“I really like this primer, It smells delicious...like cotton candy.”

“I am obsessed with this Huda beauty blush filter! I got mine in the shade cotton candy and it smells just like cotton candy.”

Nail Category

In 2024, the Nail Category saw a **10% increase in fragrance-related ingredient mentions, with 2,084 different scent discussions.**

This growth reflects the rising popularity of specific fragrance profiles that resonate with consumers in different product types. From cuticle oils to nail polish removers, the choice of fragrance enhances the user experience, making it more enjoyable and aligned with individual preferences.

 Ingredient mentions

2,084

 Growth

10%




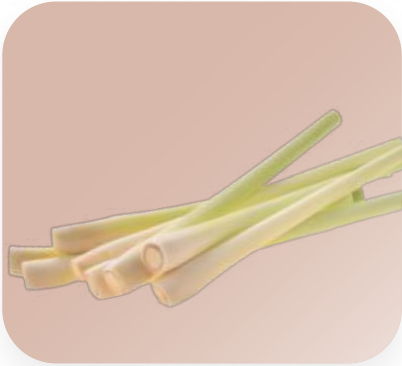




This shift shows how scent is playing an increasingly important role in driving consumer satisfaction and engagement within the nail care market.



Fastest Growing Fragrances in Nail

Sweet Almond, Rose, and Vanilla are the top three most discussed scents in the nail category for 2024, showing notable growth compared to 2023.

Unlike the Lip and Face Categories, this increase reflects a stronger preference for floral and botanical-inspired fragrances, highlighting consumer interest in fresh, natural, and calming aromas in nail products.

<div><div>Sweet Almond</div><div><div></div>116</div></div> <div>+41%</div> <div></div>	<div><div>Rose</div><div><div></div>86</div></div> <div>+69%</div> <div></div>
<div><div>Vanilla</div><div><div></div>80</div></div> <div>+105%</div> <div></div>	<div><div>Lemongrass</div><div><div></div>69</div></div> <div>+214%</div> <div></div>
<div><div>Coffee</div><div><div></div>23</div></div> <div>+44%</div> <div></div>	<div><div>Lemon</div><div><div></div>60</div></div> <div>+107%</div> <div></div>
<div><div>Watermelon</div><div><div></div>19</div></div> <div>+73%</div> <div></div>	<div></div>

Nail: Sweet Almond

The sweet almond fragrance is driving consumer satisfaction in the nail category, particularly in oil-based products like cuticle oils.

As expected, its natural and recognizable scent aligns perfectly with almond-focused formulations.



cake
NAIL TREATMENT & COLOR

C care

APARASCENT™
SOUL LIFTING ESSENTIALS

CAKE
Almond Kiss Cuticle Oil

C CARE
Sweet Almond Cuticle Oil For Nails

Aparascent
Vanilla Almond Repair & Hydrate
Cuticle & Nail Oil



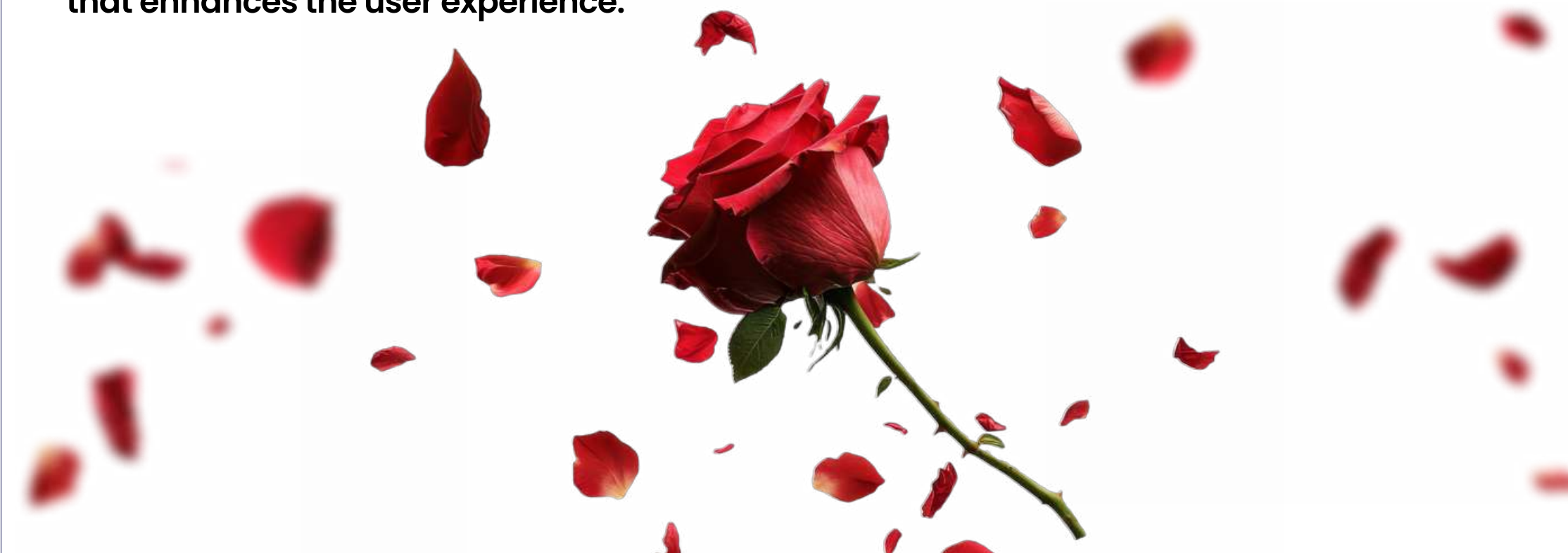
“I really like the almond scent in this cuticle oil.”

“The sweet almond smells amazing! Love this so much!”

“This cuticle oil has a lovely vanilla almond scent.”

Nail: Rose

The rose scent is linked to nail polish remover pads, offering a pleasant, gentle alternative that enhances the user experience.



Ninja Quest
Nail Polish Remover Pads



“I really liked them because of the **rose scent** and while it was drying enough.”



NXJ INFILILA
Nail Polish Remover Pads



“The **rose scent** is quite nice and lingers even after a hand wash but is not intense or bothersome.”

Nail: Vanilla

The vanilla scent in nail products, particularly cuticle oil pens, stands out as a unique and well-loved option, offering a sweet and comforting alternative to traditional floral fragrances.



WONDER FAMILY



Wonder Family
Cuticle Oil Pen for Nails

Bliss Kiss
Nail Oil Cuticle Pen with Vanilla Fragrance



“Usually, you only have scents like Jasmin or Lavender, floral **to have some smell like vanilla ice cream (my personal favorite) is just awesome.**”

“I absolutely love this! **First of all, the vanilla smells amazing.**”

Conclusion

As the beauty industry evolves to increasingly prioritize multi-sensory experiences, fragrance has emerged as a pivotal driver of consumer satisfaction and product loyalty. This report reveals that consumer demand for scented products is steadily growing, with lip, face, and nail care categories leading the charge. Dessert-inspired fragrances like vanilla, chocolate, and cotton candy evoke nostalgia and indulgence, while botanical scents like sweet almond and rose bring freshness and tranquility to nail care routines.

This report serves as a guide for businesses to refine product development, optimize ingredient choices, and craft marketing messages that resonate with consumers' emotional and sensory preferences. By tapping into the fragrance-driven motivations of modern beauty shoppers, brands can seize new growth opportunities and lead the next wave of innovation in the cosmetics industry.



WESTMAN A



Perricone MD, Lip Oil

Huda Beauty, Blush Filter Soft Glo
Liquid Blush

About Revuze

Revuze is at the forefront of delivering cutting-edge AI-powered, actionable consumer insights and VoC solutions, revolutionizing how businesses leverage data to drive success in the digital landscape.

As the only solution providing brand and category-level, verified buyer data, Revuze helps truth-driven organizations transform online feedback across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

