



Fall & Holiday 2025

Trend Report

Inspiration and insight to help your
home fragrance business thrive

Fall & Holiday 2025

Embrace the Spirit of the Season

Unwrap new opportunities for your business with trends to transform your holiday sales!

These four trends—drawing from lifestyle, home decor, food, and fashion influences—will spark your creativity as you develop and market your handmade goods this time of year.

This report includes context for the trends, along with suggestions for home fragrance products, packaging, and scent selections.

A snow globe containing a miniature winter scene with a cabin and a snow-covered tree, set against a background of soft, out-of-focus lights.

Once Upon a Holiday

A close-up of various colorful Christmas ornaments in shades of red, blue, green, and gold, some with intricate patterns.

Jewel-tide Joy

A top-down view of two red and white striped candy canes, star-shaped cookies, and cinnamon sticks on a light-colored, textured surface.

Baking Memories Bright

A close-up of a Christmas tree branch decorated with silver and white ornaments, including a small white house ornament and a silver star.

Noël Noir

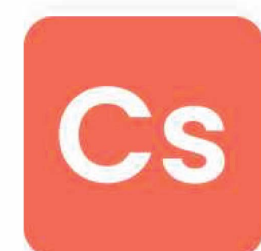
Fall & Holiday 2025

Harness Trends to Bring Out Your Brand's Best

There are plenty of ways to weave trends into your business.

You might find inspiration for a new collection or seasonal launches. Or you can leverage a trend that fits with your brand's style and products.

Here are a few suggestions to help you use the ideas in this report:



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Product Development

Integrate trending themes into fragrance, container and packaging, and label design choices.

Limited Editions

Generate excitement with small-batch product offerings that include trending elements.

Visual Content

Use trend-inspired color palettes and props in product photography and videos to demonstrate how your products fit current trends.

Marketing Strategy

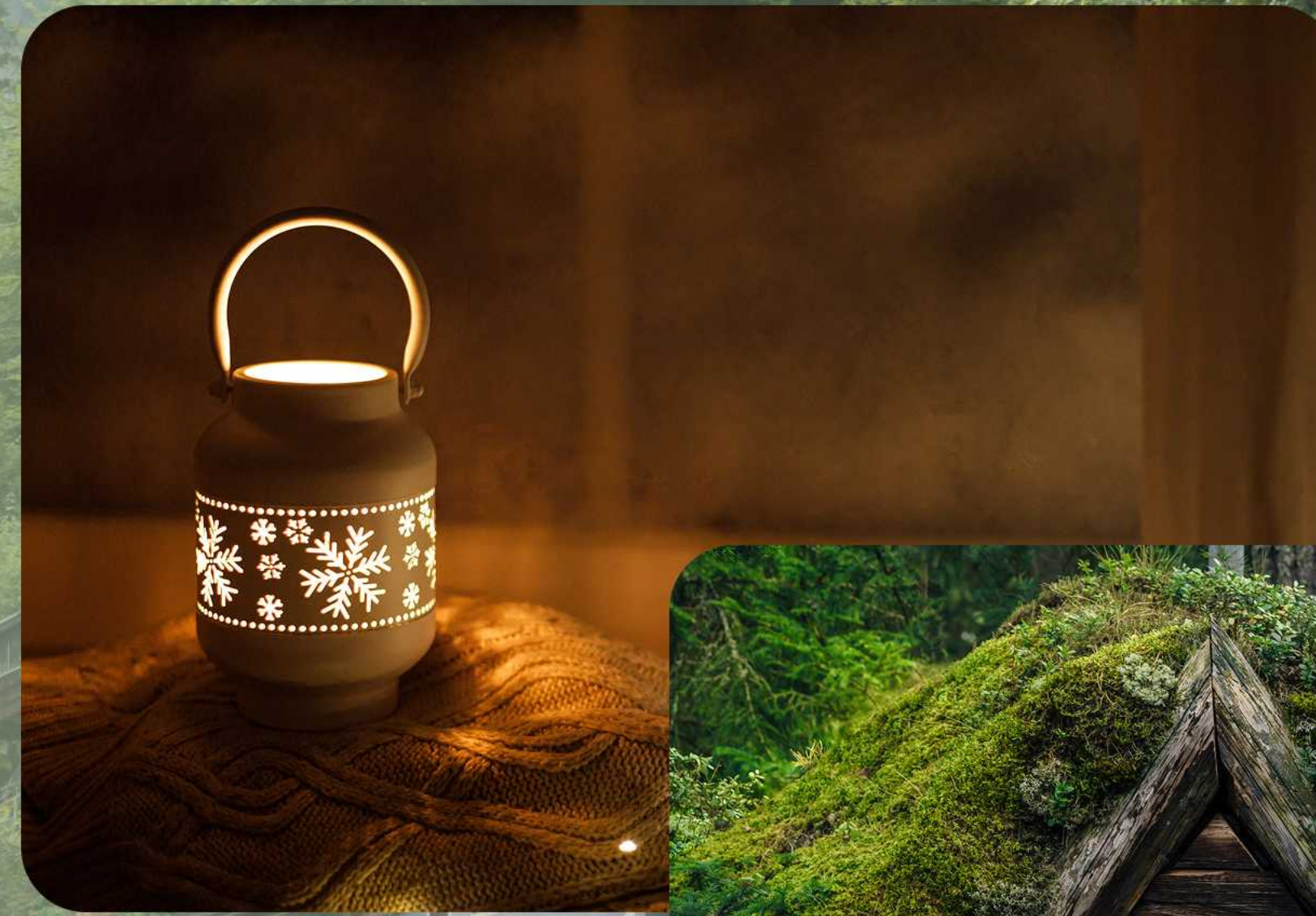
If any of your existing products align with these trends, emphasize their connection through storytelling on social media, as well as in retail and wholesale promotions.

Trend:

Once Upon a Holiday

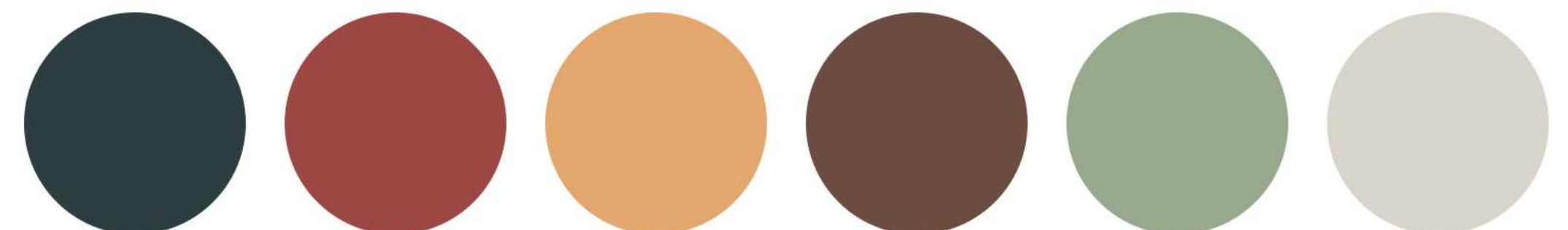
Immerse yourself in delightful walks through wild woodlands. Enjoy heartwarming stories by a glowing fire. And experience moments infused with childlike wonder with Once Upon a Holiday—an enchanting trend that invites you to retreat to a hidden cottage in a mystical forest.

Once Upon a Holiday is like a fall and winter fairy tale that indulges in the little joys, simple pleasures, and magic of the seasons.



Color Palette

Comforting, nature-inspired tones



Products:

Once Upon a Holiday

Containers that offer warmth and whimsy capture the appeal of Once Upon a Holiday.

Whether through earthy colors, soft finishes, or playful shapes—they provide a sentimental, handcrafted charm to the products inside them.



Amethyst Modern Ceramic Tumbler



Mini Sage Modern Ceramic Tumbler



Pumpkin Jar



Natural Terracotta Pot



Frosted Amber Sonoma Tumbler Jar



Green 3-Wick Tumbler Jar



Champagne Luster Sonoma Tumbler Jar



Frosted Square Diffuser Bottle



Stone Bubble Tumbler Jar

Fragrances:

Once Upon a Holiday

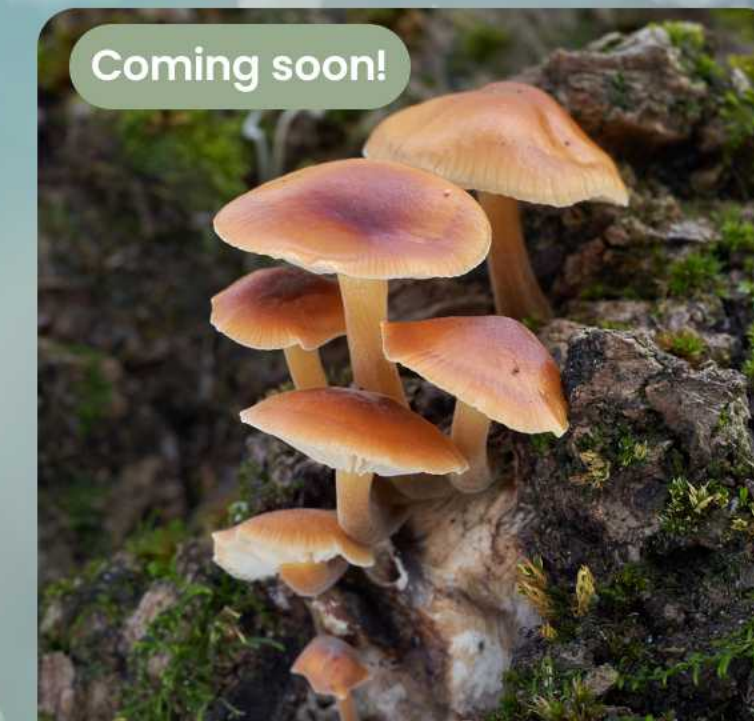
The scents of Once Upon a Holiday immerse you in a cozy tale where woody notes, aromas from the forest floor, and foraged fruits create feelings of happily ever after.



Forest Chai



Uncharted



Enoki Forest



Arctic Ivy



Bonfire Embers



Evergreen and Apple



Harvest Moon



Orchard Pear



Maple Leaf and Acorn

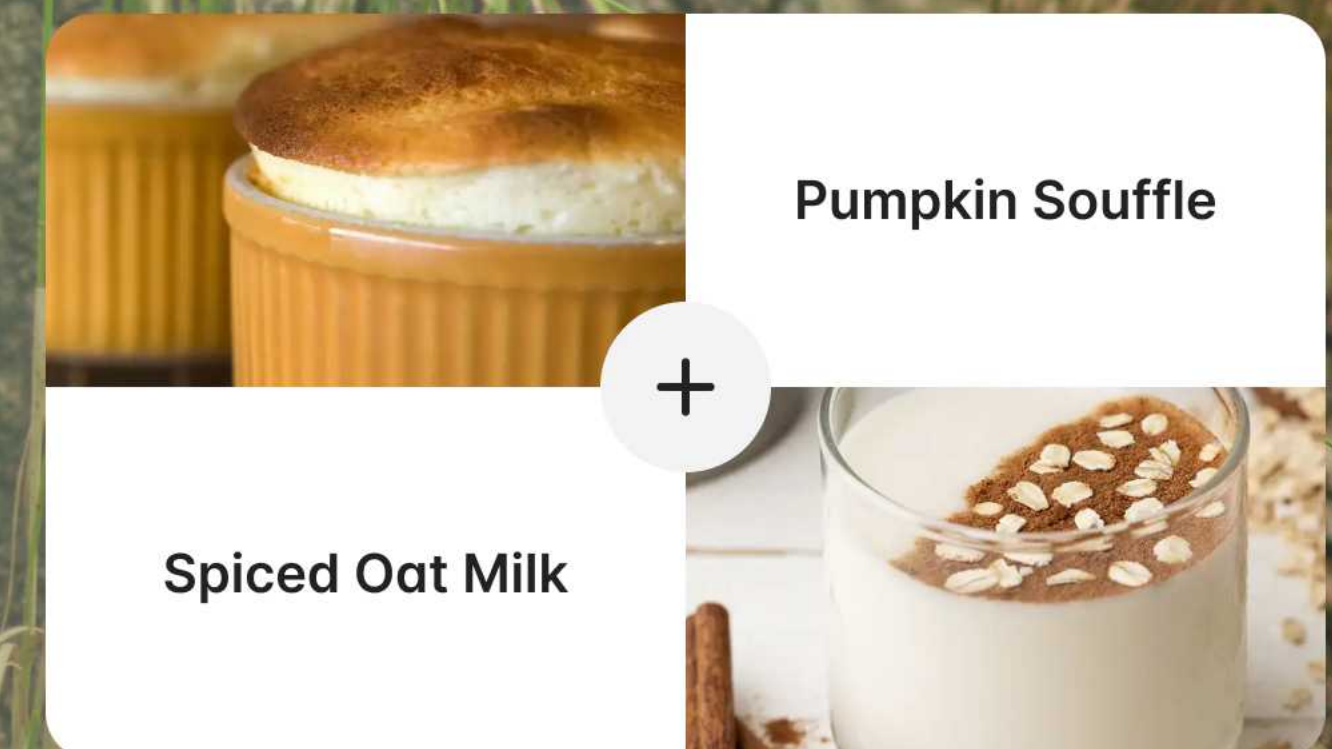
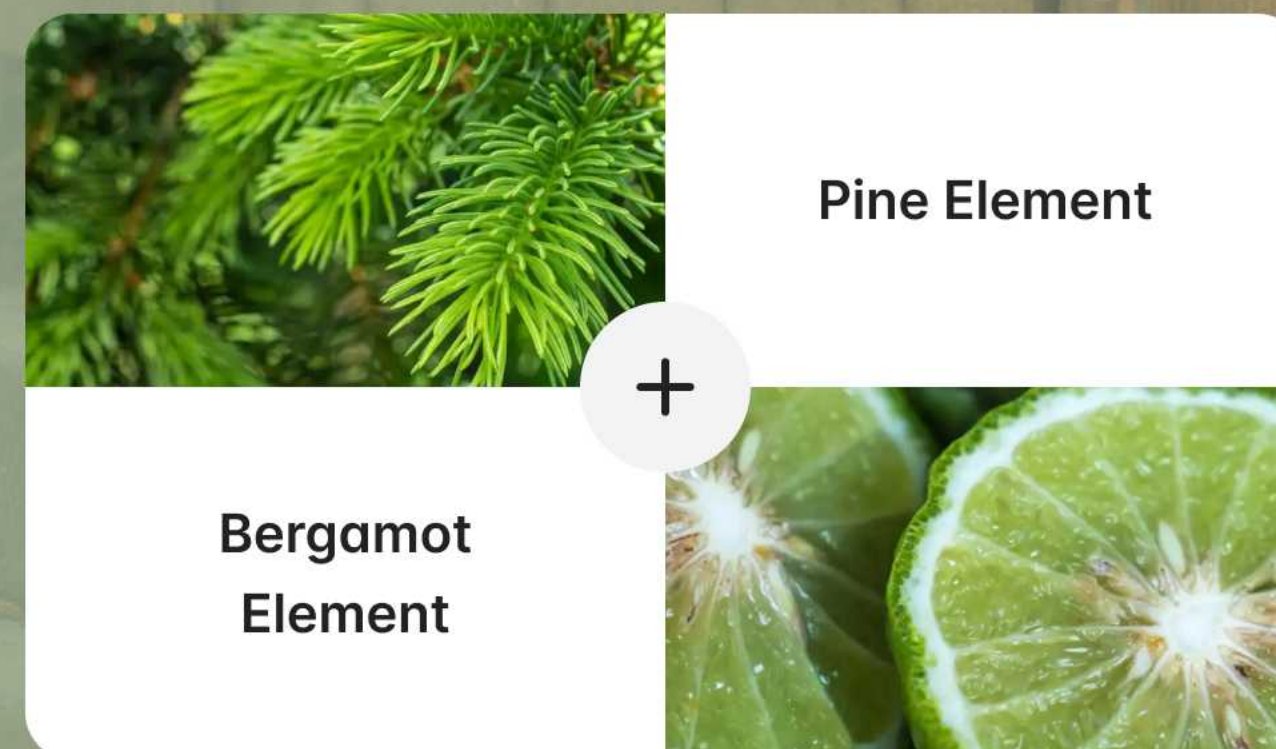
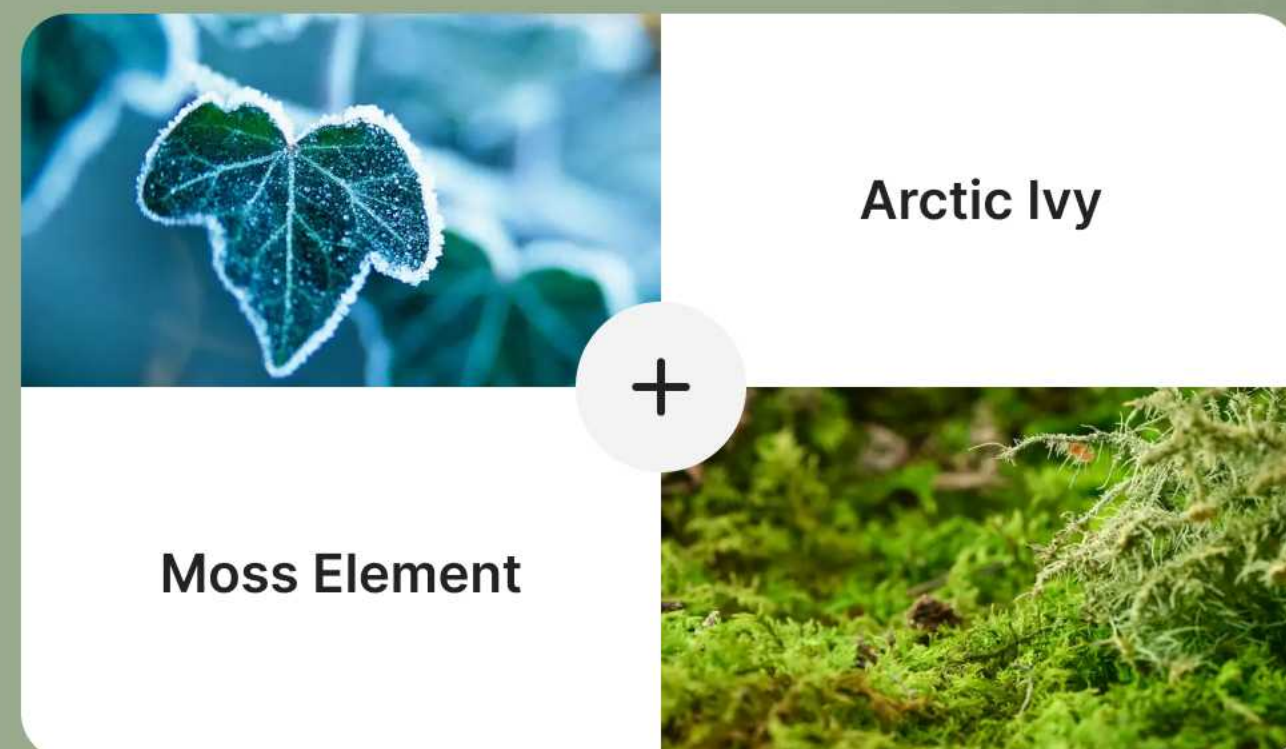
Once Upon a Holiday: Inspiration



From the Pumpkin Patch:
Festive, gourd-looking candles

Make your own

Try these fragrance blend ideas to set an olfactive scene and tell a story!



Shopping Trends to Know This Season

Scrolling to Shop

Shoppers are turning to social media for product inspiration, gift ideas, and trend discovery.

Nearly 1 in 3 U.S. adults say social media influences their holiday shopping decisions, with TikTok and Instagram leading the pack.

Want tips on how to show up and sell on social? Spark engagement and drive sales with these social media content ideas.

[Read on](#)

Early Birds Cash In

Holiday shopping happens way before the holidays—50% of Halloween shoppers begin in August, and a third of consumers plan Christmas gifts more than three months out.

Makers who launch their seasonal products early can tap into this head start.

Get ahead with this roundup of spooky and seasonal product ideas.

[Be inspired](#)

Budget Balancing

Intentional spending continues! In 2024, 70% of U.S. adults planned to prioritize discounts and deals, and that trend is expected to hold this year. But some are still willing to splurge on meaningful or high-quality gifts.

Serve your shoppers with a mix of price points to encourage spending. And boost your holiday season sales with this video featuring five ideas for value-driven promotions.

[Watch now](#)

Trend:

Jewel-tide Joy

Saturated colorways converge with prismatic tones to create Jewel-tide Joy's vivacious aesthetic and energy.

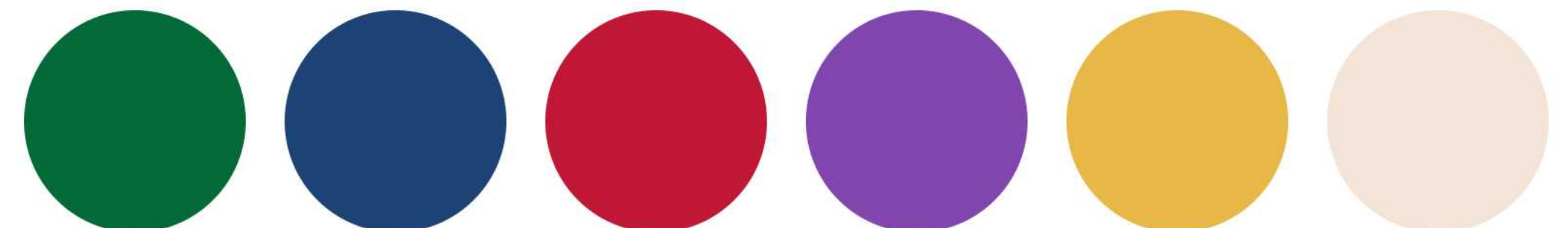
This trend fully embraces glamorous style through the vitality of daring colors.

It also encourages finding micro-moments of joy—from treating yourself to luxurious pampering amidst the holiday hubbub, or reveling in the glowy merriment of a festive party—all while sparkling unapologetically.



Color Palette

Rousing rainbow shades that boost dopamine



Products:

Jewel-tide Joy

Discover the dazzle in each day with Jewel-tide Joy. This trend goes for glam and boldness through radiant finishes, playful patterns, and gem-inspired shades that celebrate the season's vibrancy!



White Iridescent Tumbler Jar



Red Sonoma Tumbler Jar



Chameleon Prism Sonoma Tumbler Jar



Blue Topaz Sonoma Tumbler Jar



Periwinkle Tumbler Jar



Bubblegum Luster Sonoma Tumbler Jar



Cranberry Astra Tumbler Jar



Mini Electric Violet Luster Sonoma Tumbler Jar



Prism Round Reed Diffuser Bottle

Fragrances:

Jewel-tide Joy

These scents are sure to spark the holiday joy you seek this year.

From effervescent fragrances that capture the jubilation of libations to luxuriant, complex aromas with soothing notes of berries, amber, and vanilla layered together, Jewel-tide Joy offers many facets to savor.



Cranberry Prosecco



Brandied Pear



Black Currant Absinthe



Sugar Plum Punch



Gilded Mandarin



Ambered Vanille



Pink Sugar Crystals



Sparkling Negroni



Speakeasy

Jewel-tide Joy: Inspiration



Rich Reds & Gorgeous Greens:
Holiday candles in luxe Sonoma
Tumbler Jars

Make your own

Dynamic and playful, these fragrance blends embody a joyful spirit!



Orange
Pomander

+

Ginger and
Spice



Autumn Glow

+

Amber and
Driftwood



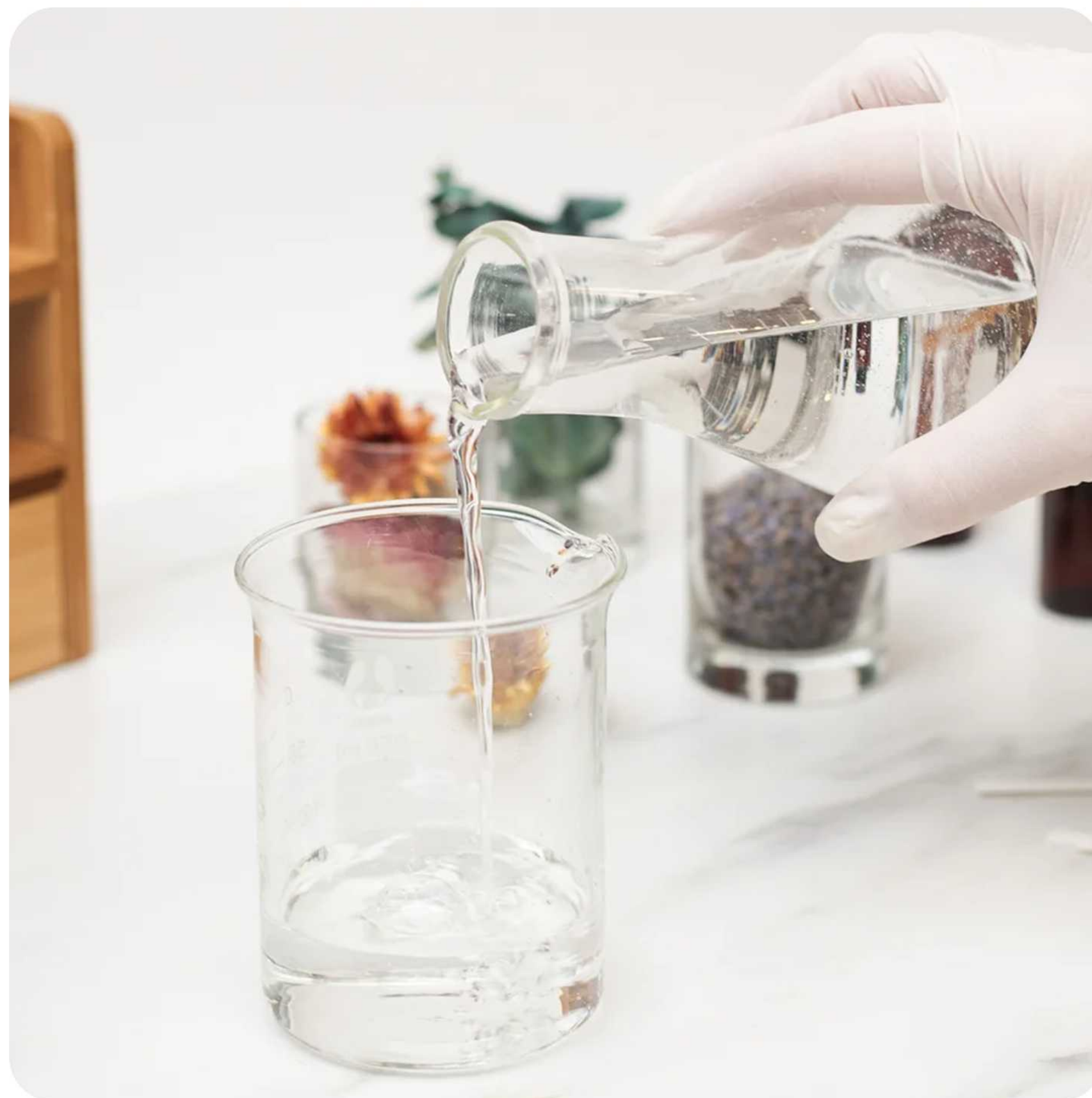
Pink Sugar
Crystals

+

Spun Cotton



CandleScience CleanScents®



A new approach to fragrance oil ingredient transparency

For nearly a decade, we've led the way in ingredient transparency so you can create with confidence. From phthalate-free formulas to avoiding Proposition 65 ingredients, the CandleScience CleanScents® Program has redefined fragrance standards for makers and suppliers alike.

Now, our enhanced CleanScents® Program offers even greater clarity—balancing safety, quality, and creativity—because you deserve the best.

[Learn more](#)

Trend:

Baking Memories Bright

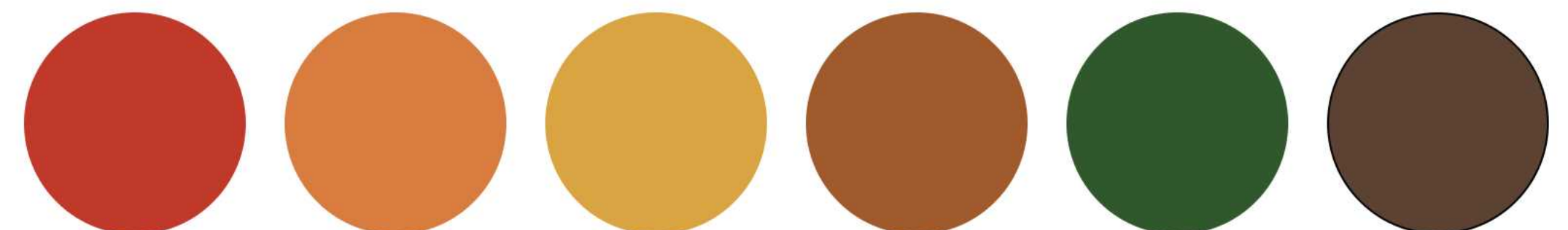
Baking Memories Bright highlights cherished traditions and togetherness with loved ones.

Whether that's through preparing treasured recipes, decorating with heirloom ornaments, or taking part in other meaningful holiday rituals, this trend is a commemoration of connection, unity, and memory-making.



Color Palette

Traditional holiday hues



Products:

Baking Memories Bright

Baking Memories Bright shines through containers that evoke familiarity and comfort, from warm-toned metals and mason jars to festive glass in classic holiday colors and frosted jars that mimic the beauty of ice crystals on windowpanes.

These products nod to timeless traditions, bringing that home-for-the-holidays feel into every room.



Small Apothecary Jar



Frosted Green Swirl Sonoma Tumbler Jar



Red Tumbler Jar



8 oz. Mason Jar



Frosted White Swirl Sonoma Tumbler Jar



Large Gold Infinity Tin



Desert Coral Dream Ceramic Tumbler



Buttercream Modern Ceramic Tumbler



16 oz. Classic Can Tumbler Jar

Fragrances:

Baking Memories Bright

Scent is one of the surest ways to whisk up nostalgic memories!

Gourmand fragrances, with notes of vanilla, butter, sugar, and spices, are at the heart of aromas that define the Baking Memories Bright trend.



Iced Gingersnap



Hansel and Gretel's House



Pumpkin Spice Buttercream



Maple Walnut Pancakes



Vanilla Egnog



Snickerdoodle



Warm Croissant



Maple Sugar



Butterscotch and Bourbon

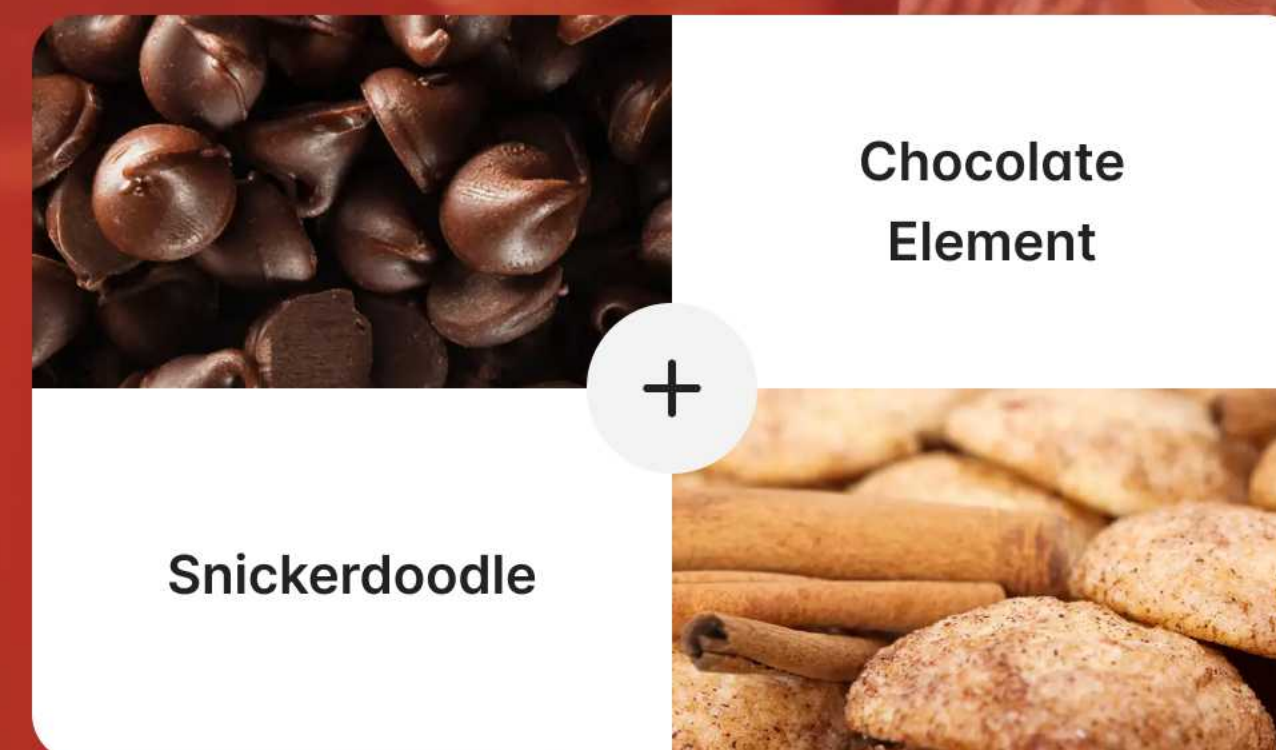
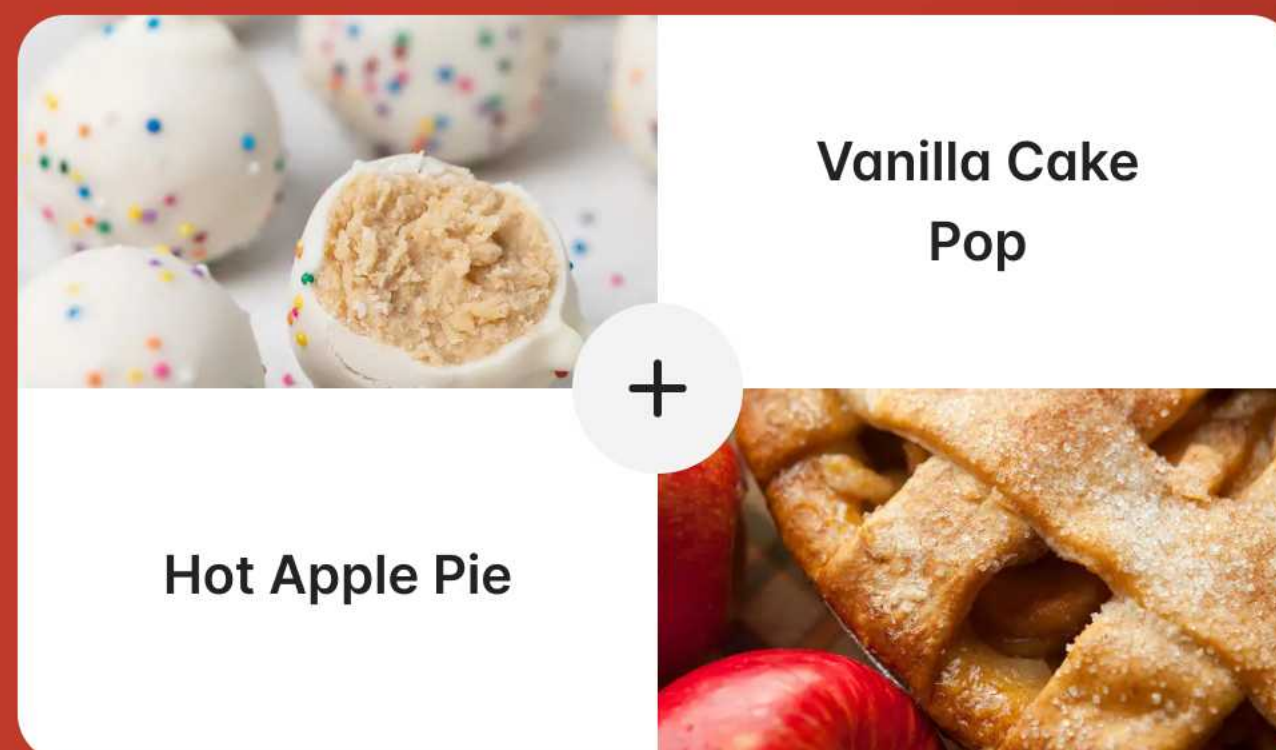
Baking Memories Bright: Inspiration



Milk and Cookies for Santa:
Scrumptiously charming
candles

Bake, er make, your own

Spice up your scented creations with comforting fragrance blends!



Shop. Earn. Save.



The ScentSociety: CandleScience's Rewards Program

Unlock exclusive savings on products you'll love with The CandleScience ScentSociety!

- **Points on Every Order:** Earn one point for every dollar spent; more points equal more savings.
- **Special Bonus Opportunities:** Enjoy bonus points on select items and promotions throughout the year.
- **Exclusive Offers:** ScentSociety members at higher tiers receive tailored discounts and special promotions.

[Start saving now!](#)

Trend:

Noël Noir

Noël Noir offers a chic take on holiday decor with a high-contrast, black-and-white palette.

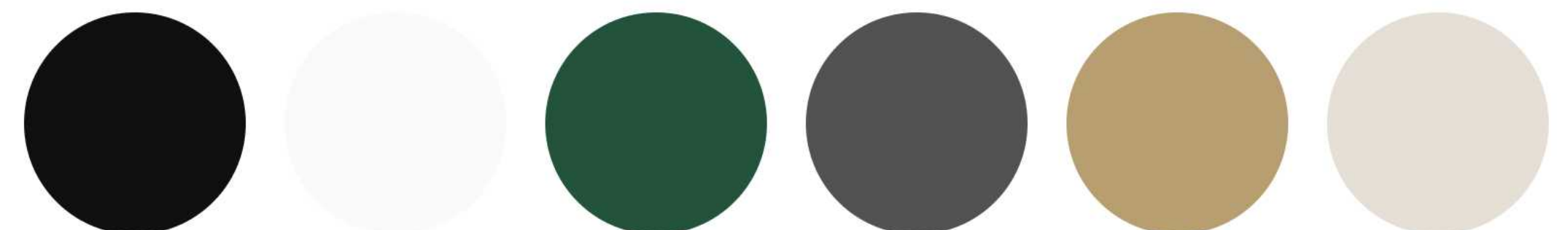
This sophisticated trend blends minimalist style with touches of classic charm, creating an aesthetic that elevates modern, Scandinavian, traditional, and farmhouse spaces.

Perfect for anyone seeking a more restrained alternative to traditional colors and holiday motifs, Noël Noir exudes contemporary elegance.



Color Palette

Monochromatic plus metallics and greens



Products:

Noël Noir

Black and white containers—and packaging—are the obvious choices for the Noël Noir trend.

But also using shades of green—like sage and olive—along with metallic finishes, add a layer of organic merriment to an otherwise monochromatic mood!



Black Dream Ceramic Tumbler



Frosted Black Swirl Sonoma Tumbler Jar



White Nordic 3-Wick Ceramic Jar



Sage Modern Ceramic Tumbler



Black Astra Tumbler Jar



Smoked Olive Bubble Tumbler Jar



Matte Black Square Reed Diffuser Bottle



Silver Mercury Tumbler Jar



Black Retail Reed Diffuser Box (Large)

Fragrances:

Noël Noir

Noël Noir invites a dive into the depths of darker scents.

This includes fragrances meant to evoke the chilly air of a moonless winter's night or bonfire smoke hanging in the atmosphere.

Because this trend's aesthetics aren't as overtly holiday-coded, this is also a chance to widen your aromatic horizons by exploring scents with intriguing notes like leather, stone fruits, and musks.



Glacier Lily



Nordic Night



Obsidian



Black Sea



Cherry Eclipse



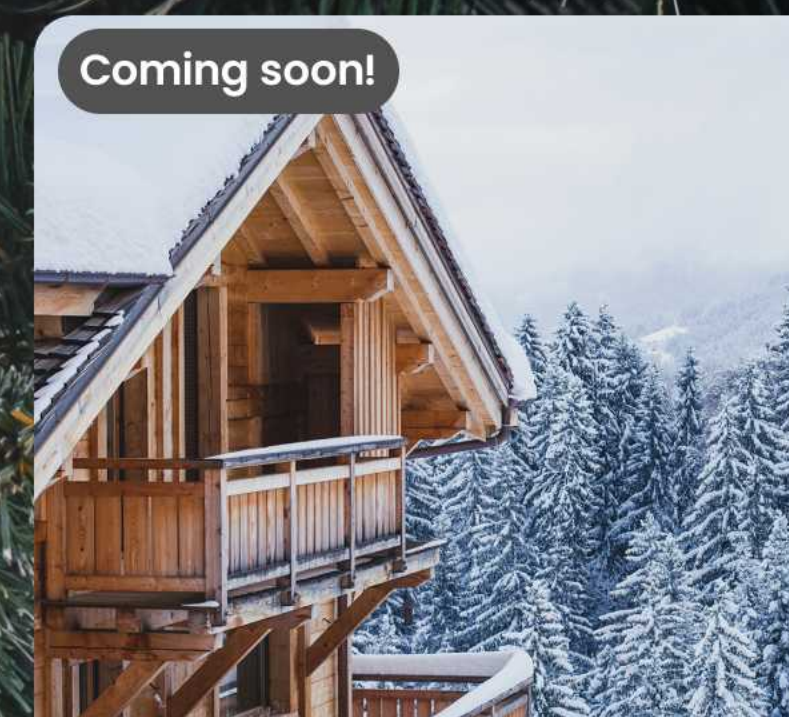
Lavender Embers



Leather and Labdanum



Golden Santal



Winter Chalet

Noël Noir: Inspiration



'Tis the Season for Two-Tones:
Ideas for black-and-white
flameless fragrance products

Make your own

There's *noël* time like the present to try sophisticated fragrance blends like these!



Nordic Night

+

Moroccan
Cashmere



Cherry Eclipse

+

Vanilla Egnog



Smoke Element

+

Rose and Oud



Fall & Holiday 2025

Looking Forward

From nostalgic memories to modern palettes, these four trends illustrate the direction home fragrance is taking this season.

Each one offers exciting potential for your business to innovate and connect with your customers in fresh, meaningful ways!

If you've enjoyed this report, please explore the guides linked to the right.

Tailored especially for entrepreneurial makers, these are some of the many in-depth resources we offer for free to help you on your business journey.

Wishing you all the best!
The CandleScience Team



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The Candle Maker's Guide To a Successful Fall and Holiday Season

See all the steps to plan, prep for, and pull off your best sales season yet!

Build Lasting Wholesale Relationships

Nurture first-time wholesale orders into loyal, long-term partnerships with these ideas.

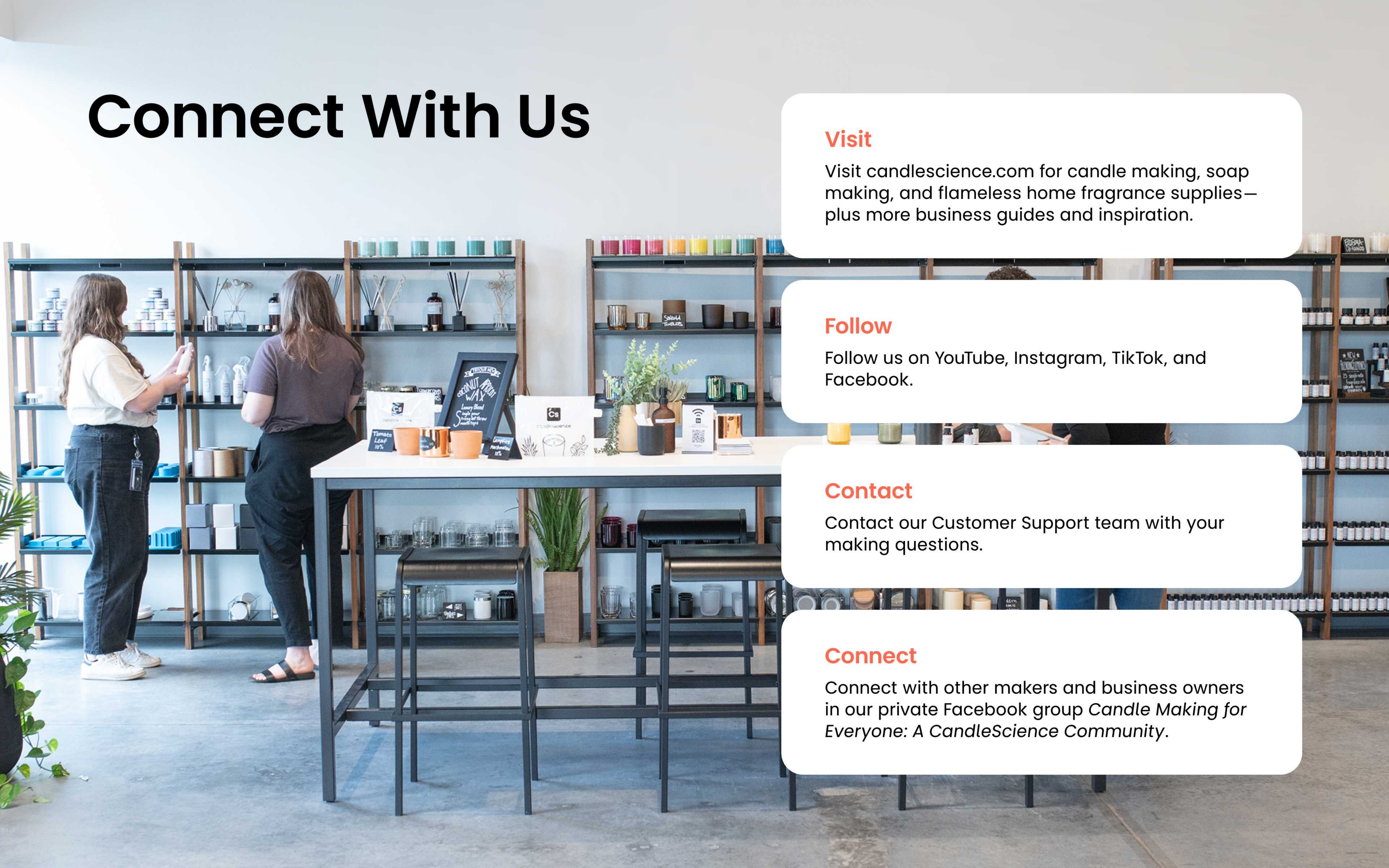
Grow Your Business with Subscriptions

Learn about popular subscription models and get tips to successfully start your own program.

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Discover how rewarding customers boosts sales and loyalty—plus when to launch a rewards program and how to start.

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