



# SELF-CARE

Bath, Soap, and Shower Insights





# SCENT & SELF-CARE

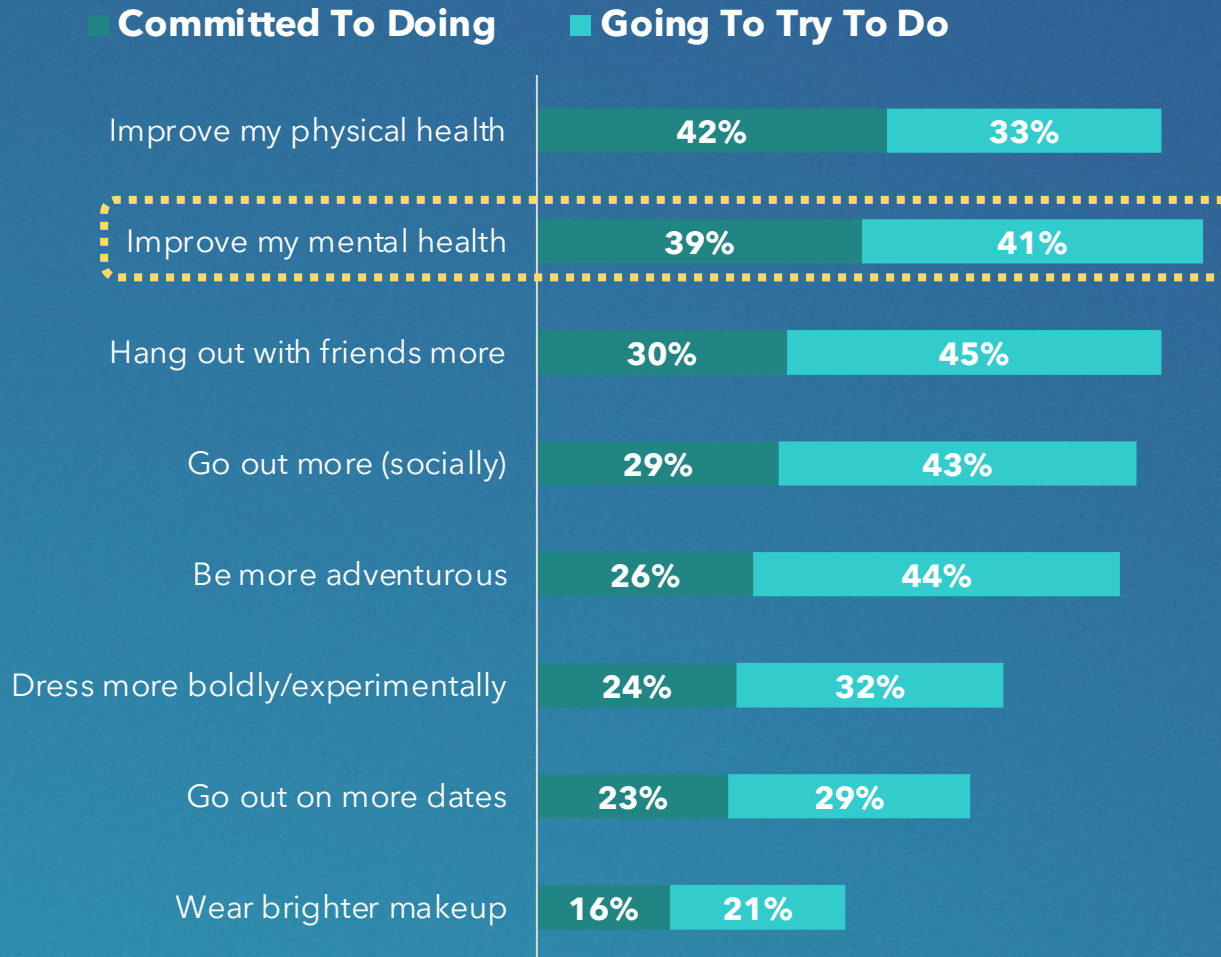
**8 of 10 of Gen Z and Millennials** are prioritizing mental health, driving them to seek self-care benefits in a variety of products, especially within personal care categories. And research shows that there is a **40% improvement in mood after exposure to scent**, making fragrance key.

That's where Lebermuth comes in. In this presentation we review self-care trends and smell fragrances that connect the insights to your brand. All goaled with providing inspiration for your next innovation.

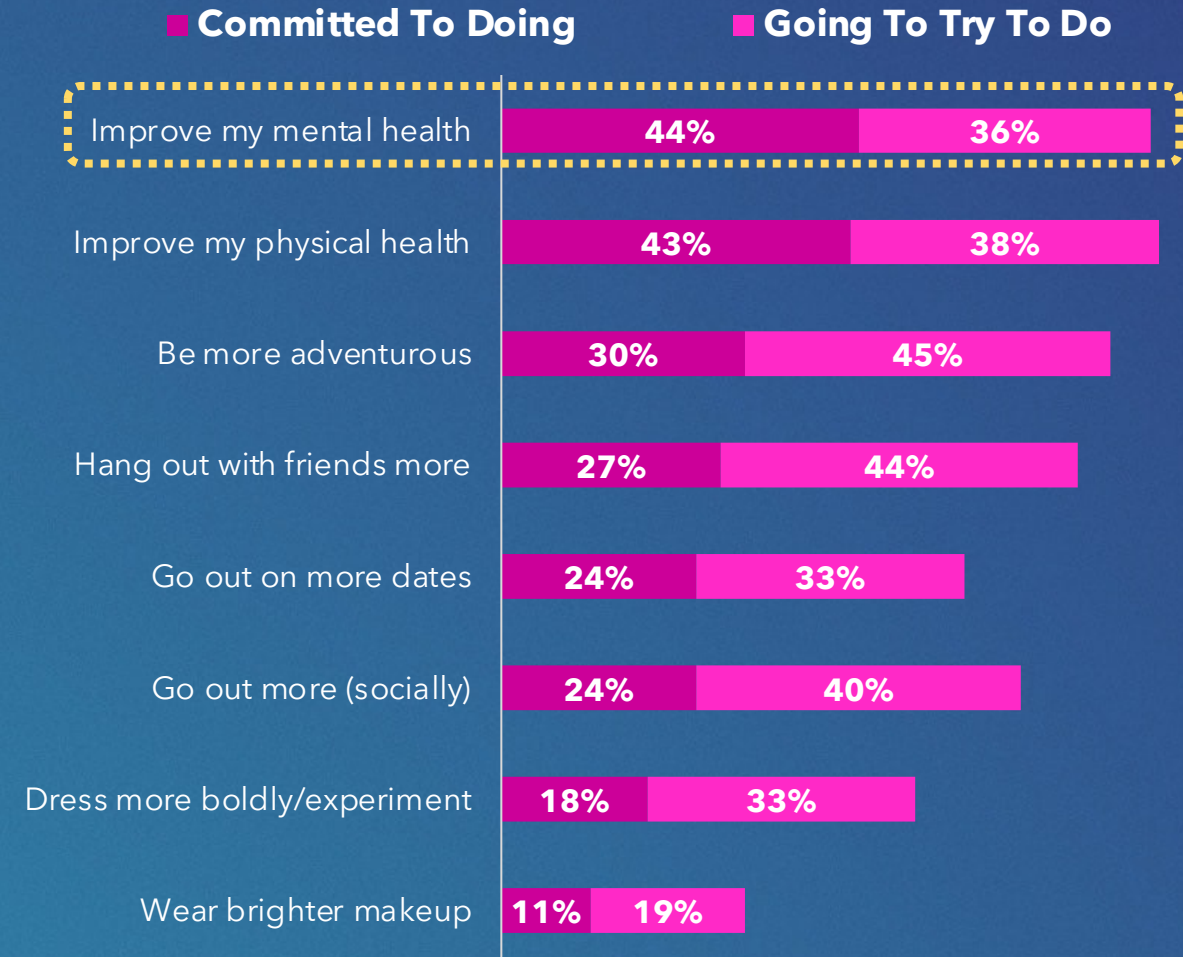


# WELLNESS IS TOP OF MIND

## WHAT DOES *GEN Z* WANT TO DO IN 2022?



## WHAT DO *MILLENNIALS* WANT TO DO IN 2022?





# SOAP, BATH & SHOWER: STRONG INTEREST IN MOOD-ENHANCING



2/3-

Consumers are increasingly interested in mood-enhancing products that can help them relax and unwind after a long day. This interest is reflected in the growing popularity of products like bath bombs, scented candles, and essential oils.

Consumers are increasingly interested in mood-enhancing products that can help them relax and unwind after a long day. This interest is reflected in the growing popularity of products like bath bombs, scented candles, and essential oils.

Consumers are increasingly interested in mood-enhancing products that can help them relax and unwind after a long day. This interest is reflected in the growing popularity of products like bath bombs, scented candles, and essential oils.

Consumers are increasingly interested in mood-enhancing products that can help them relax and unwind after a long day. This interest is reflected in the growing popularity of products like bath bombs, scented candles, and essential oils.

Consumers are increasingly interested in mood-enhancing products that can help them relax and unwind after a long day. This interest is reflected in the growing popularity of products like bath bombs, scented candles, and essential oils.

Consumers are increasingly interested in mood-enhancing products that can help them relax and unwind after a long day. This interest is reflected in the growing popularity of products like bath bombs, scented candles, and essential oils.

Consumers are increasingly interested in mood-enhancing products that can help them relax and unwind after a long day. This interest is reflected in the growing popularity of products like bath bombs, scented candles, and essential oils.

Consumers are increasingly interested in mood-enhancing products that can help them relax and unwind after a long day. This interest is reflected in the growing popularity of products like bath bombs, scented candles, and essential oils.

Lebermuth Proprietary and Confidential. Do Not Duplicate.





# FRAGRANCE: KEY TO DELIVERING ON SELF-CARE



Source: The Fragrance Foundation, 2018



Lebermuth Proprietary and Confidential. Do Not Duplicate.







# WE MAKE NATURE WORK™

Contact us to schedule a presentation and smell session to indulge your senses with Lebermuth self-care fragrances.



[lebermuth.com/trend-report-contact-lebermuth](https://lebermuth.com/trend-report-contact-lebermuth)

email: [info@lebermuth.com](mailto:info@lebermuth.com)

office: 800.648.1123

**The Lebermuth Company**

South Bend, Indiana USA

800.648.1123

[lebermuth.com](https://lebermuth.com)

