



THE LONDON
HOME FRAGRANCE
SHOW

9 - 10 July 2026
Business Design Centre | London, UK
www.londonhomefragranceshow.com

organized by
honegger

THE LONDON HOME FRAGRANCE SHOW

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POST SHOW REPORT

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Overview

The London Home Fragrance Show 2026 brought to London, for the first time, a professional format entirely dedicated to the home fragrance sector. Over two days, the Business Design Centre hosted brands, manufacturers, retailers, distributors and hospitality buyers, creating a focused environment for sourcing, networking and discussion around the key trends shaping the market.

As a launch edition, the show demonstrated the potential of a vertical event on this segment: a compact but highly qualified environment designed to facilitate high-value meetings, more informed buying decisions and new collaborations across the entire supply chain. The response from the market and the wider community lays the foundations for a regular annual appointment in both the UK and international calendars.



Key Facts 2026

Dates: 9-10 July 2026

Venue: Business Design Centre, London (UK)

Next edition: June 2027 · Business Design Centre, London

Visitors:
1,012
attended

Visitors:
75%
rated the event from
fairly good to excellent

Exhibitors:
46
brands from
the UK and abroad

Format:
B2B
trade show dedicated exclusively
to the home fragrance sector



Exhibitors & Countries

The 2026 edition brought together 46 exhibitors, combining established names, independent creators and players specialised in contract and private label production. The exhibitor line-up featured a strong presence of UK brands alongside international companies, confirming the attractiveness of the UK as a platform for launching and consolidating home fragrance collections. Alongside candle and fragrance manufacturers, the show hosted companies focused on premium packaging, accessories, components and support services for the sector, allowing buyers to explore end-to-end solutions: from creative concept through to shelf-ready product and in-store or in-room experience.

Product Mix

The exhibition route offered a comprehensive overview of the product categories that make up today's home fragrance universe:

- scented candles, from artisanal labels to premium and decorative collections;
- reed diffusers, room sprays and solutions for continuous scent diffusion;
- wax melts and alternative formats designed for flexible and ritualistic use;
- textile and linen fragrances for bedding, home textiles and soft furnishings;
- scent accessories and home décor items (diffusers, holders, decorative accessories);
- design-led, premium packaging solutions;
- **private label and white label** offers for retailers, chains and hospitality operators.



ACROSS THESE SEGMENTS, EXHIBITORS COVERED:

63.0% scented candles (luxury and artisanal)

60.9% reed diffusers

45.7% room sprays

34.8% wax melts

23.9% textile & linen fragrances

28.3% natural/organic, "clean" and vegan collections

43.5% scent accessories and home décor

10.9% premium packaging providers

39.1% private/white label production

23.9% scent-focused services and consultancy for hospitality and B2B contractual markets

This mix enabled visitors to read the market not only by brand, but also by function, positioning and business model, supporting targeted buying decisions and the construction of coherent assortments across multiple channels.



WHAT VISITORS CAME TO THE SHOW FOR

Visitor survey results confirm clear, business driven reasons for attending:

- Networking with the industry - **78.4%**
- Curiosity for the new event - **64.9%**
- Sourcing new products and suppliers - **46.0%**
- Fragrance Forum seminar programme - **35.1%**
- Considering exhibiting at future editions - **29.7%**



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EXHIBITORS LIST & FLOOR PLAN



AGUA DE BALEARES | 58



AMBER HUE CANDLES | SU9



AROMACHOLOGY STUDIOS | SU10



AROMATHY | SU4



ARTH | 66A



ASHLEIGH AND BURWOOD | 64B



BELLY BUTTON DESIGNS | 66A



BIRA | 15



BRITISH WAX LTD | 34A



CANDLES @ MISS SOY | 67



CANDLEWISE | 66A



CERA MEL | 68



CERABELLA | 66B



CORINCRAFT LTD | 69



DOME | 44A



DOMA BLENDS | 70



ENESCO LTD | 64A / 65A



EPS FRAGRANCES | 38A



ESTAL | 59



EVERMORE LONDON | 66A



FORMA COMPTUS | 17



FRENCH SOAPS | 56B



GIFTS TODAY | 25



HALLISPHERE | 66A



HENRI & CO | 66A



JAMONYX LTD | SU3



KARNATAKA FRAGRANCE | 27



KINFOLK STUDIO | 66A



LA BOUGIE | 38B



LIFESTYLE HOME COLLECTION LTD | 61



MADE BY ZEN | 30



MAISON PARFUM | 33A



MILLEFIORI MILANO | 28



OFFICINA DELLE ESSENZE | 22



ROSY ROO | SU1



SBL TECHNOLOGY | 57



SEVIN LONDON | 29



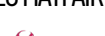
SHIFA AROMAS | 66A



SOPHIE JAMES MAYFAIR | 46



SOZIO | 65B



STONEGLOW CANDLES | 39



THE GIFT & LIFESTYLE CONSORTIUM | 66A



THE VICTORIAN CANDLE COMPANY | 66A



TIPSY & CANDLE CO | 66A



TOTAL WARDROBE CARE | 66A



VOLUSPA | 35A



WILDFLOWER BOTANICALS | SU7





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Visitors at a glance

With **1,012 attended visitors** across the two live days, the London Home Fragrance Show immediately confirmed its B2B focus. Alongside specialist home fragrance and lifestyle retailers, the show welcomed department stores, buying teams from retail chains, brand owners, distributors and hospitality operators looking to develop or expand their home fragrance offer.

The demographic breakdown shows a strong presence of profiles with direct purchasing responsibility and a high proportion of senior decision-makers within their organisations. The combination of general visitors and invited VIP buyers ensured a balance of volume and quality in the contacts generated, with targeted meetings and one-to-one appointments concentrated in the core hours of each day.

Overall, the event created a high-density decision-making environment, where manufacturers, brands and service providers were able to engage with interlocutors capable of activating concrete projects in a short timeframe, both on the UK market and in an export perspective.

Key buyers & buyer quality

Alongside the overall visitor base, the presence of several leading retailers, hospitality groups and distributors active in the

UK market further raised the level of business opportunities at the show. Among the buyers in attendance were, among others: **Harrods, John Lewis, Marks and Spencer, Anthropologie, Liberty's and Blue Diamond**. The combination of major groups and independent operators enabled exhibitors to engage with interlocutors capable of activating projects on different scales, from national roll-outs to highly targeted selections for individual stores and concept stores.

Overall rating (visitor survey)

- Excellent 18.9%
- Very good 24.3%
- Fairly good 32.4%
- Other ratings 24.3%

More than three quarters of respondents rated the show from "fairly good" to "excellent", confirming strong foundations for future editions. The survey shows encouraging early loyalty indicators: a meaningful share of visitors are "very likely" or "likely" to return in 2027, and **70.3%** explicitly requested news and updates about the next edition.

ANTHROPOLOGIE



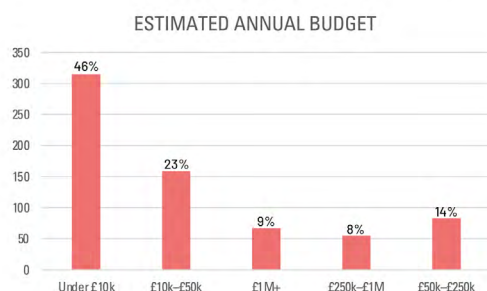
Garden and Home centres

Harrods

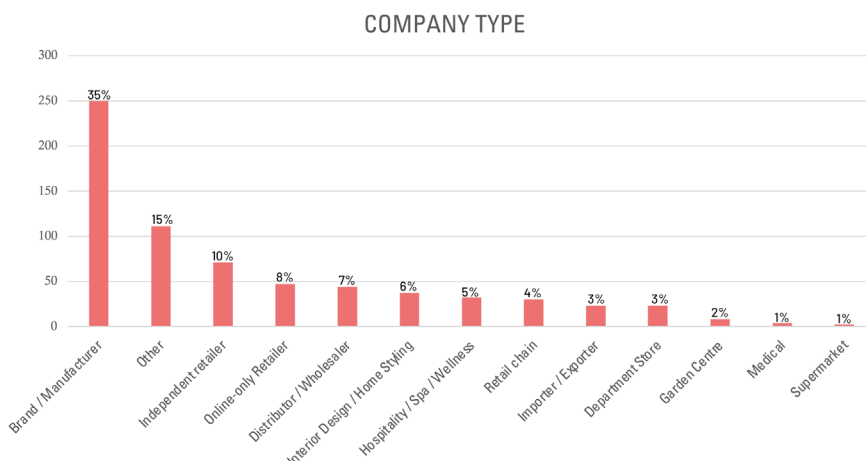


MARKS &
SPENCER

ATTENDEE DEMOGRAPHICS



ATTENDEE DEMOGRAPHICS





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COMMUNICATION & SOCIAL MEDIA

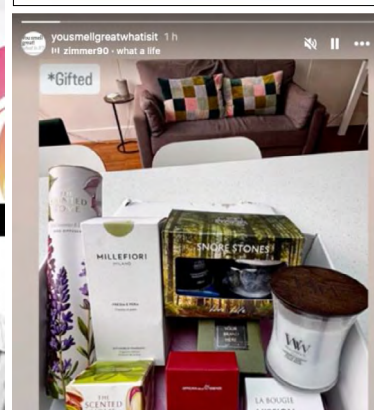
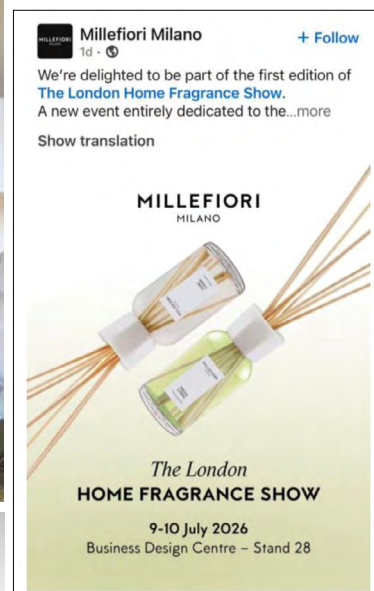
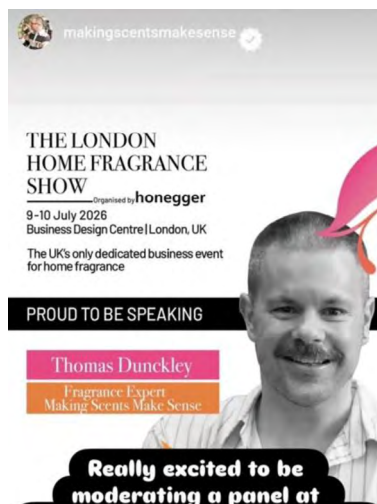
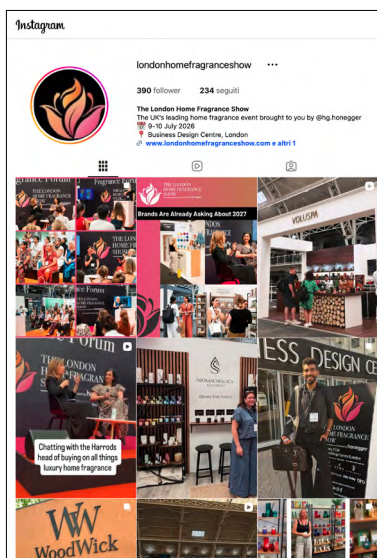
Alongside on-site results, the London Home Fragrance Show 2026 was supported by a coordinated, **multichannel six months campaign** communication campaign across social media, digital channels and trade media, designed to build awareness and drive registrations. Overall, content published on the show's official channels generated **313,143 views and impressions**, with **77,793** organic views and **235,350** delivered via paid activity, reaching **over 43,000 unique accounts** on Facebook and Instagram across the campaign period.

Activity on **Meta (Facebook and Instagram)** formed the campaign's coverage engine, taking the show's message to a wide base of sector professionals and generating a total of **4,892 clicks** to the website and registration page. In parallel, **Google Ads** targeted buyers and professionals actively searching for new home fragrance solutions, contributing significantly to the flow of qualified registrations.

LinkedIn played a key role on the B2B positioning front, with **107,151 impressions**, a **4% engagement rate** and almost **3,000 clicks**, enabling direct communication with decision-makers, retailers, brand owners and distributors through regular updates, editorial content and promotion of the conference programme.

Over the course of a single campaign cycle for a first-time event, the show's channels built a community from zero to **367 followers on LinkedIn**, **387 on Instagram** and **104 on Facebook**, establishing a solid base for communication around future editions. In total, more than **340 original pieces of content** (posts, reels and stories) were published, with activity intensifying in the weeks leading up to the show and continuous coverage across both live days.

The **Scent Discovery Box** creator programme – involving 15 carefully selected fragrance influencers with a combined audience of over **300,000 followers** – further amplified organic visibility, particularly on Instagram, generating additional content and peaks of attention in the final weeks before the show. At the same time, work with **media partners, associations and sector databases** (DEMs, banners, advertorials) strengthened the show's visibility within key professional communities, expanding the campaign's reach and consolidating the positioning of this new format within the UK home fragrance landscape.





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MEDIA & PR

Preview THE LONDON HOME FRAGRANCE SHOW

Introducing The London Home Fragrance Show

The UK's first trade show dedicated exclusively to the home fragrance sector launches in London this summer, bringing together brands, retailers, distributors, and suppliers for a focused industry event at the Business Design Centre in Islington

The London Home Fragrance Show is an exciting new event for the home fragrance sector, launching in London this summer. The show is a dedicated platform for the home fragrance industry, bringing together brands, retailers, distributors, and suppliers for a focused industry event at the Business Design Centre in Islington.

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THE UK'S LEADING HOME FRAGRANCE NETWORKING EVENT

A new, dedicated business event specifically for the home fragrance sector, bringing together the entire supply chain including brands, retailers, distributors and suppliers.

WHY VISIT

- International exhibitor free-of-charge: find products you won't find at any other UK event
- Perfectly timed: July 9th for planning Christmas sales
- Free seminar theatre - latest developments and new products
- Discover new home fragrance products to add to your collections

REGISTER FREE NOW londonhomefragranceshow.com

The launch of the London Home Fragrance Show was accompanied by a targeted media relations programme, built in collaboration with key titles and associations in the home & gift, retail and fragrance sectors. The aim was twofold: to support the introduction of a completely new format on the UK market, and to give visibility to the show's content – exhibiting brands, product launches and the conference programme – within an already engaged professional audience.

The event worked closely with leading trade titles such as Gifts Today, Gift Focus and GiftsandHome.net, as well as other vertical editorial channels, which supported communication through articles, dedicated newsletters, sponsored DEMs, banners and social content. In parallel, associations such as **The Fragrance Foundation UK** and **The Giftware Association** helped reinforce the show's credibility and reach existing communities of retailers, brands and professionals.

In total, **17 media outlets** were reached and actively involved in the launch – journalists, editors and content creators specialising in fragrance, retail, product trends and lifestyle. The resulting coverage – across articles, interviews, online features, social posts and video content – extended the life of the show beyond the two live days, helping to position the London Home Fragrance Show as the new reference point for home fragrance in the UK calendar. A dedicated clipping report consolidates all outputs in terms of number of clips, AVE, estimated reach and digital views, supporting ongoing analysis and promotional work towards the 2027 edition.

[You can download the complete promotion materials by clicking here.](#)

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9-10 July 2026
Business Design Centre | London

A NEW show dedicated to the home fragrance market

REGISTER FREE NOW

Gifts Today

LONDON STATIONERY SHOW 2026

HKTC's seven events open for business

FASTAGO for health

GiftsandHome.net
HOME NEWS FEATURING PROMOTIONS THE GIFT AWARDS 2025 JOBS SUBSCRIBE SUBMIT NEWS

Smelling Sweet
By Sue Marks
June 4, 2026

The UK's first dedicated home fragrance trade event, The London Home Fragrance Show, organised by the Honegger Group, will be making its debut at Islington's Business Design Centre on July 9 and July 10, the first event in the UK created exclusively for the home fragrance sector.

The show will offer buyers access to new product launches, premium international exhibitors as well as a comprehensive overview of the market to include packaging, private label solutions and fragrance-focused services.

Rob Sharwood, joint co-ordinator of Honegger, comments: "Sourcing is becoming more selective, more intentional and more commercially demanding. Retailers and buyers in the home fragrance sector are under more pressure than ever to find products that sell and stand out. The London Home Fragrance Show exists for exactly this, giving buyers the chance to meet makers, understand products and source with confidence."

Exhibitors, both established names and emerging creators, include: **BonnieLips, Ashleigh & Burwood, Miffell Milano, Ewosco, Maison Parfums, Volapage** and **The Fragrance Foundation**.

A free seminar theatre will run throughout the two days of the show, offering expert led sessions on market trends, sustainability packaging innovation, and digital retail challenges. Topics include **What's Next for the Home Fragrance Industry?**, **Sustainability vs. Luxury**, **The Rise of British Home Fragrance**, **Sustainable Materials & Packaging** and **How to Sell Online**.

Key Account Manager **Alfred** **Alfred** **Alfred**

The London Home Fragrance Show
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Business Design Centre | London, UK

About the event

The London Home Fragrance Show launches this Summer on 9-10 July in London, created exclusively for the home fragrance sector and designed to bring the entire supply chain together. From brands and retailers to distributors and suppliers, this is the new annual meeting place for our industry.

The show connects producers and retailers in the heart of London. It is the must-attend destination for building new business relationships, discovering innovation, and showcasing excellence. Presence, opportunity, and international growth – the show is for those who want to anticipate trends and connect with market leaders.

HOME & GIFT ASSOCIATION
Join Us Login

News & Articles Hub

The London Home Fragrance Show Makes a Successful Debut with Over 1,000 Industry Visitors

24th July 2026

The London Home Fragrance Show Makes a Successful Debut with Over 1,000 Industry Visitors

Giftware Association
ESTD 1947

E C M A
European Candle Manufacturers Association

THE FRAGRANCE FOUNDATION UK

Garden Centre Retail

GIFTFOCUS

Gifts Today

bira
British Independent Retailers Association

PARTNERSHIPS





IN THEIR WORDS Exhibitors

Dome of Harrogate

"Three inspiring days at the London Home Fragrance Show! It was a fantastic opportunity to exhibit our luxury home fragrance brand and showcase our private label manufacturing services, meeting both existing and new connections from across the industry. One of the highlights was catching up with industry colleagues, meeting new suppliers, and having valuable conversations with businesses that share our passion for quality, innovation, and craftsmanship. We also had the chance to hear from industry experts, whose insights into current trends, sustainability, consumer behaviour, and the future of home fragrance provided plenty of inspiration. Events like this are a great reminder of the importance of stepping away from the day-to-day, building relationships, exchanging ideas, and continuing to learn."

Cerabella

"It's really been amazing for us. We've made a lot of different contacts and important leads and we are very happy... delighted!"

Aromachology Studios

"Over two incredible days, we had the opportunity to meet buyers, retailers, industry experts and so many passionate people from across the home fragrance and wellness sectors. It was a genuine privilege to exhibit at the very first London Home Fragrance Show and to be part of what I believe is the beginning of something special. To everyone who visited our stand, stopped to chat, sampled our collections or shared their own fragrance stories: thank you. Your support, encouragement and conversations meant so much. I'm incredibly grateful for the new connections we've made and excited to see where they lead."

Millefiori Milano

"It's amazing to be here at the first ever London Home Fragrance Show, with our first show back in the UK with Millefiori Milano. We've actually had some great buyers onto the stand – John Lewis and other department stores have been on, we've had Blue Diamond and then we've had some really nice independent and international buyers as well."

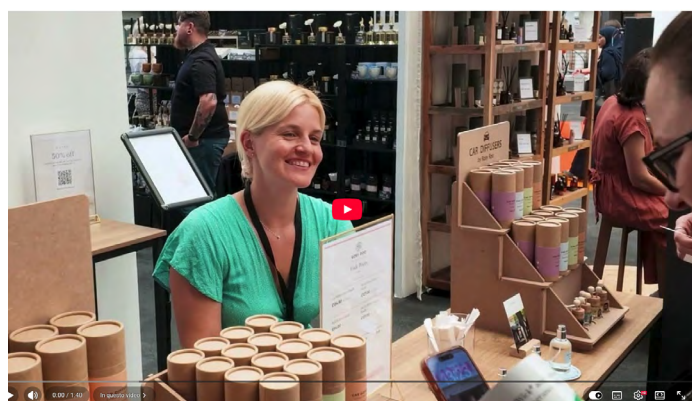
Voluspa

"Speaking for us personally I think it's been such a great opportunity for Voluspa. We've met with lots of accounts, press and editors and various boutiques, so we've been very busy."

Made by Zen

"A lot of senior buyers attended the show which was fantastic. We have had some really positive conversations. It was great to be part of a smaller, more focused show which meant we were able to have more meaningful conversations."

[To watch the exhibitors' feedback and event highlights video, click here](#)





IN THEIR WORDS Media & partners

Sue Marks – Editor, Progressive Gifts & Home / GiftsandHome.net

"I've come along as a journalist – I've come to see lots of companies that I know and to meet some new ones, particularly some of the international exhibitors. I've been super impressed. For a launch show I think it's done incredibly well – from the second I walked in there was a buzz, there was an atmosphere and there was a community feel. I very much felt that I was part of something today."

Ami Rabheru – Founder, Retail Huddle

"It's a dedicated home fragrance show where people can come together and network with their industry. It's where lightbulb moments can happen. It's where collaborations can be born, and it's where networking is really, really meaningful."

IN THEIR WORDS Visitors

Visitor-side testimonials highlight in particular the relevance of the vertical focus and the quality of the contacts available over two days of business.

Visitor – delegate

"Still a relatively small event – this is very much year one – but it delivered exactly what a growing brand needs: the right people, in the right room, at the right time. No wading through irrelevant stands. No guessing who's actually relevant to a home fragrance business. Just suppliers, retailers, and industry peers who get candles and diffusers

as a category. Events like this are exactly what founders in this space need more of."

Visitor – Home fragrance buyer

"I really enjoyed the first London Home Fragrance Show. Beautifully organised with exceptional seminars and invaluable networking opportunities. A truly inspiring and memorable experience."

Buying Consultant, Fishpools Limited

"Great show with a positive atmosphere, lovely to chat properly to new and existing suppliers and see newness."

Visitor – Retail buyer

"Great venue to see a selection of room fragrance brands. The first event dedicated to room fragrance, a category that is so overlooked at other trade fairs."

Visitor – delegate

"The London Home Fragrance Show was an enjoyable and informative experience, and I look forward to seeing an even broader mix of suppliers, brands and content creators next year"

Visitor – delegate

"Great venue to see a selection of room fragrance brands – the first event dedicated to room fragrance, a category so often overlooked at other trade fairs"

Visitor – Home fragrance buyer

"Great show with a positive atmosphere, lovely to chat properly to new and existing suppliers and see newness"





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2027 & NEXT STEPS

The London Home Fragrance Show launched in 2026 as a new initiative, and from its first edition it has positioned itself as an event designed to become a stable fixture in the sector's calendar. The immediate confirmation of dates for the next edition – **June 2027**, again at the **Business Design Centre in London** – reflects this ambition: a regular meeting point where brands, manufacturers, retailers, distributors and hospitality operators can refresh assortments, track trends and build new partnerships. The 2026 visitor survey confirms the relevance of a dedicated home fragrance platform in London. More than three quarters of respondents rated the launch edition from “fairly good” to “excellent”, underlining the value of focused networking, new

supplier contacts and the Fragrance Forum seminar programme. Many described the show as “truly inspiring”, “a great networking opportunity” and “an interesting start to a boutique event with strong potential”, while over **70%** asked to receive news about the 2027 edition – a clear signal of engagement and loyalty.

Building on this foundation, the next edition will broaden and strengthen the exhibitor offer, further elevate the quality and profile of attending buyers, and deepen both the content programme and targeted networking opportunities. The 2027 show will capitalise on the launch year's results to provide an even more effective, data driven environment for decision making and new collaborations across the home fragrance sector.

