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Harness the Art of Scentscaping in Multifamily Real Estate

Harnessing scent design is evolving into an artful extension of residents' living spaces and well-being rituals. Fragrance selection enables personalization, while natural options align with indoor air quality concerns.

Scentscaping creates immersive sensorial experiences through diffusers, artful candles, and herbal accents. It explores new techniques like evolving journeys and subtle diffusion.

The driving force behind the rise of scentscaping is residents wanting spaces as unique as they are. Scent selection has become an art form for personalizing and decorating living spaces, as well as for self-care. Essential oil blends, diffusers, and curated candlescapes allow residents to express their style through customized fragrance profiles. As scentscaping continues to grow in popularity, decorative fragrance accessories like artisanal reed diffusers, ceramic incense burners, and other statement home accents are also gaining importance as decorative elements that enable further personalization.

Wellness-focused residents also crave spaces that support their rituals. Providing tailored fragrance options like diffuser sets, linen mists, and incense menus caters to different moods and vibes. The global home fragrance market is expected to reach \$9.7 billion by 2027, with key growth in natural options like essential oils and aromatherapy. This rise in natural scenting aligns with residents' desire to avoid harsh chemical smells for better indoor air quality. Plastic-free soy and vegetable wax candles, along with herb-infused DIY simmer pots, are additional ways properties can embrace natural fragrance solutions.

The art of scentscaping

in multifamily real estate

Consumer Behaviour



75% of all emotions generated every day are due to smell



56% of consumers take comfort in scents more than they used to pre-pandemic

TikTok Views

#scentedcandle

439.1m

#homefragrance

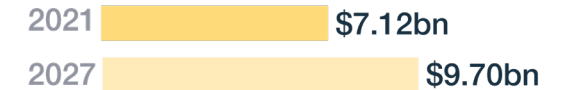
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#simmerpot

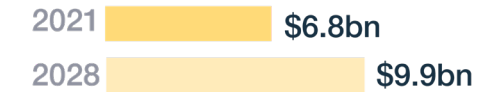
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Trending topics

The global home fragrance market



Candles



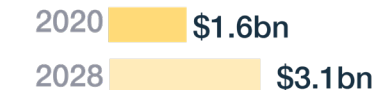
Scented Candles



Essential oils



Aromatherapy



Scentscapes are expanding beyond just smell to provide immersive, multisensorial experiences. Art collaborations, evolving scents, and discreet diffusion methods create sensorial adventures engaging all the senses. For example, limited-edition diffusers with vessels handcrafted by artisans provide visual appeal while releasing fragrances that change over time. Connected aroma diffusers pair signature scents with lighting colors and music playlists for a fully integrated ambiance. With scentscaping, the goal is to move beyond basic fragrance zoning to heightened moments that fuse scent with other sensory elements.

So, how exactly can multifamily properties level up resident experiences through scentscaping?

Here are key opportunities:

Get creative with signature scents to use throughout your property to enhance your brand identity & the overall sensory experience

Provide scent accessories as an alternative to other welcome gifts to support wellness rituals and further enhance residents' living spaces



Brooklyn Candle Studio



Kohler Sprig



Ginori 1735

The image features two large, stylized letters, 'U' and 'E', rendered in a solid orange color. The 'U' is on the left and the 'E' is on the right. The 'U' has a rounded bottom and a slightly curved right side. The 'E' has a rounded top and a curved bottom. The letters are set against a white background.

Let's work together.