

Global Scented Candles Market Size study, by Product Outlook (Container-based, Pillar, Others) by Distribution Channel Outlook (Supermarkets & Hypermarkets, Convenience Stores, Online) and Regional Forecasts 2021-2027

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Abstracts

Global Scented Candles Market is valued approximately USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2021-2027. Scented Candles is made from fragrant oils mixed into the wax which gives pleasant aroma while burning. Scented candle can enhance the decor of ambiance by giving a touch of healthfulness and well-being. Additionally, the smell of this candles stimulates our limbic system, which is a part of our brain that fixes the memory and emotions. The increasing in sales of scented candles is driving the growth for the market. In 2020, NPD group, calculated the sales of scented candles in departmental stores the home scent sales increase by 13% and increased purchase of home scent gifts, such as candles and room fresher's combo. Furthermore, customization in candles is also excelling the scented candle market for the forecasted period. Also, with the increasing innovation in the scented candles in the fragrance, size, texture and smell of candle is likely to increase the market growth during the forecast period. However, scented candles are pricey than ordinary candles which impedes the growth of the market over the forecast period of 2021-2027.

The key regions considered for the global Scented Candles market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is dominating the region across the world in terms of market share owing to the growing demand for personal healthcare by the consumers is likely to increase the demand for scented candles market for the forecasted period in the region. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period 2021-2027.

Factors such as rising disposable income, as the region celebrates wide range of festivals in which scented candles would create lucrative growth prospects for the Scented Candles market across Asia-Pacific region.

Major market player included in this report are:

Village Candle

Portmeirion Group PLC

Newell Brands

MVP Group International, Inc.

Est?e Lauder Companies Inc.

Diptyque Paris

Lalique Group SA

L Brands

NEST New York

Thymes, LLC

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Outlook:

Container-based

Pillar

Others

By Distribution Channel Outlook:

Supermarkets & Hypermarkets

Convenience Stores

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Scented Candles Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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