

Candle Market Size, Share & Trends Analysis Report By Product (Votive, Pillars, Tapers, Container Candle), By Wax Type (Paraffin, Beeswax), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Candle Market Growth & Trends

The global candle market size is expected to reach USD 20.09 billion by 2030, registering a CAGR of 5.7% during the forecast period, according to a new report by Grand View Research, Inc. The rise in wellness tourism and the resurgent hospitality industry globally will contribute to product demand over the forecast years. Candles are widely used in hotels, spas, and restaurants. Therefore, a rise in the number of spas, hotels, and restaurants will drive the growth of the industry. Moreover, restaurant aesthetics, including bathrooms, have become an integral part of the customer experience. Candles and scents are an essential part of any restaurant's sensory experience.

It is very important for restaurants to understand which scented candle fragrance will suit their ambiance. Fruity or floral candles add freshness to restaurant washrooms, while scents, such as vanilla, can add a homey vibe to a restaurant setup. Downtown NYC restaurant Dimes makes its own candles, providing a luxurious experience for its patrons and strengthening its brand presence. In addition, candles are an important part of festivals, such as Diwali and Christmas, as well as used for many special occasions. Moreover, votive candles are used in religious places, such as churches, as their burn time is 5-7 hours. They are made of paraffin or soy wax and available in small sizes,

along with a glass holder.

According to a 2019 study by the National Candle Association (NCA), customers in the U.S. viewed candles as an appropriate gift for holidays (76%), a dinner party (66%), a housewarming (74%), a thank you (61%), and birthdays (58%). In addition, the industry has several growth opportunities since consumers are receptive to innovative products. Moreover, growing consumer awareness regarding eco-friendly products is favoring industry growth. Candle manufacturers are launching new product lines and some of them are made from all-natural eco-friendly raw materials. Manufacturers are investing more money in natural raw materials to produce pollution-free candles.

The North America region is anticipated to dominate the global industry during the forecast period. Rapid construction in the commercial segment, particularly in the hospitality sector, is driving the growth of hotels in the U.S. The hospitality industry is a major contributor to the market growth in this region. For instance, according to a report released by Lodging Econometrics (LE), in 2022, over 1,911 projects/223,030 rooms, were up 2% by projects and 3% by rooms YOY. Projects and rooms in early planning reached a record high in the first quarter, standing at 2,218 projects/254,488 rooms, up 24% by projects and 12% by rooms YOY.

Candle Market Report Highlights

Votive product type accounted for the largest revenue share in 2022 due to a rise in consumer awareness about the product benefits, such as long burning time

The beeswax segment is expected to register a significant CAGR during the forecast period due to increasing consumer awareness about the benefits of using eco-friendly products

The online distribution channel segment is expected to witness the fastest growth rate during the forecast period due to increasing product sales through this channel

Asia Pacific is expected to register the fastest CAGR during the forecast period due to a rise in infrastructural development, which is boosting product demand in the hospitality sector

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