

North America Fragrance Wax Melts Market Size, Share & Trends Analysis Report By Melt Type (Electric Melt Warmers, Tealight Melt Warmers), By Fragrance (Floral, Fruity), By Form, By Application, By Packaging, By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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North America Fragrance Wax Melts Market Growth & Trends

The North America fragrance wax melts market size is anticipated to reach USD 4.98 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 9.5% from 2025 to 2030. Increasing demand for home fragrance products coupled with rising significance of aromatherapy will augment product consumption over the forecast period. The absence of exposed flames and harmful emissions, makes wax melts a safe and eco-friendly option which will drive its demand over the forecast period.

Fragrance wax melts are expected to witness strong growth over the upcoming years on account of increasing demand for air care. Growing consumer awareness regarding the hazardous effects of aerosol sprays on the environment and animal & human health will drive the demand for wax melts over the next eight years. The presence of major petroleum companies will increase paraffin wax output which in turn will aid the production of wax tarts.

Rising focus on the longevity of fragrances along with low cost as compared to other

home fragrance products will fuel wax chips demand. Furthermore, eye-catching packaging will promote the industry growth over the next eight years.

North America Fragrance Wax Melts Market Report Highlights

The electric melt warmers dominated the market and accounted for the largest revenue share in 2024. This growth is attributed to their convenience and safety features.

Floral fragrances led the market and accounted for the largest revenue share in 2024, primarily driven by their association with emotional well-being and nostalgia.

Cubes form led the North American fragrance wax melts industry, with the largest revenue share in 2024, driven by their compact and efficient design, which allows for easy storage and usage.

Clamshells dominated the North American fragrance wax melts industry and accounted for the largest revenue share in 2024.

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