

Scented Candles Market Size, Share & Trends Analysis Report By Product (Container-Based, Pillars), By Wax Type (Paraffin, Soy), By Category, By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Scented Candles Market Growth & Trends

The global scented candles market size is expected to reach USD 764.2 million by 2030, growing at 4.1% CAGR from 2023 to 2030, according to a new report by Grand View Research, Inc. Candles are available in various sizes, designs, colors, and scents to meet consumer requirements & preferences and home decor aesthetics.

Candle-making is considered the biggest lockdown trend and has gained traction owing to social media platforms like TikTok, resulting in a 3,500% spike in searches for soy candle-making kits. In addition, the National Candle Association (NCA) spokesperson Kathy LaVanier, CEO of Renegade Candle Company, stated that overall candle sales in the U.S. have increased by 30% since the pandemic.

Each aroma has its therapeutic value. Hence, there is a growing need for customized scented candles to be used in therapies and to achieve relaxation in a specific health state. For instance, Jonathan Adler's Muse Gilded Candle is a blend of soy and paraffin wax and helps to create a pleasantly scented interior atmosphere. Once the candle is finished, the gold-gilded porcelain bowl can be used as a vase. Pink grapefruit, raspberry, French cassis, violet leaves, rose petals, and grape leaf are some popular scents.

The market is projected to witness continuous growth as social media influencers around the globe are promoting them as forms of self-care, new hobbies, or even businesses, which is supported by the monthly search volumes data provided by The Dubrovnik Times in 2021. OnBuy's Health and Beauty Department found that 81,560 searches occur each month from people looking to try these latest candle trends.

More and more consumers are ordering candles online. They also spend more time at home looking for entertainment and a cozy environment. Consumers are increasingly spending on renovation and redecorating their homes. These current trends are continuations of previously established consumer trends, while some witness acceleration. The disposable money people may or may not have after the pandemic, owing to an economic slowdown and losses in jobs, will be a major factor influencing the purchasing decisions of consumers.

Scented Candles Market Report Highlights

Scented candles industry is expected to grow at a CAGR of 4.1% from 2023 to 2030

The container-based segment accounted for the largest share of 57.27% in 2022 and is expected to expand at a CAGR of 4.3% over the forecast period

The hypermarkets & supermarkets segment accounted for the largest share of 25.19% in 2022, as these distribution channels offer a diverse selection of scented candles to cater to different preferences

North America held the largest market share of 33.09% in 2022 due to rising demand for home fragrance products, including scented candles

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