

Global Candle Market Insights, Forecast to 2026

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Abstracts

A candle is wax with an ignitable wick embedded that provides light, and in some cases, a fragrance. It can also be used to provide heat, or as a method of keeping time. Candle industry with distribution is different from other industries, consequently, this market faces some big challenges. Candle usage frequency needs to increase to reinvigorate sales, private label products present a growing threat to branded products. However, The high-end candle segment is the area that continues to see strong growth. As the low- and mid-cost candles continue to erode under the pressure of strong competition, the high-end segment continues to tap into the home decorating angle for increased sales. Utilizing less mainstream methods for distribution (such as mass merchandisers and retailers), these manufacturers have been able to position their products as luxury and true home decor items.

For the past few years, the candle industry grows smoothly. China is the main raw materials for the production of candle, meanwhile, combining with favorable tax policies and large number of available labor, at the same time, Chinese manufacturers are improving their technology, consequently, China is a major exporter of the candle in the future. Taking culture and religion into consideration, candle market has a certain potential in Europe, USA.

In 2015, the global production of candle reaches over 1932 K MT. It is expected to keep about 3.0%-3.7% in next 5 years. the consumption areas of candle are mainly USA and Europe. Europe is the largest consumer in the world, which occupied about 36.35% in 2015.

The price of Candle is lower year by year from 2011 to 2015. The price is at about 2451 USD/MT in 2015. The product profit margin is about 27.55% in 2015, and it also descends in recent years. In the next few years, we predict that price will continue to decline. As competition intensifies, prices gap between different brands will go narrowing. Overall, Candle maintained a high gross margin.

Among all applications, traditional field is expected to be the largest contributor to the overall Candle market in the future. The craft field application is estimated to have the



highest growth potential during 2016 to 2021 in Candle market.

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the Candle 3900 market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Candle 3900 industry.

Based on our recent survey, we have several different scenarios about the Candle 3900 YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ 5155.3 million in 2019. The market size of Candle 3900 will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Candle market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Candle market in terms of both revenue and volume.

Players, stakeholders, and other participants in the global Candle market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on sales (volume), revenue and forecast by each application segment in terms of sales and revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

Sales and Pricing Analyses

Readers are provided with deeper sales analysis and pricing analysis for the global Candle market. As part of sales analysis, the report offers accurate statistics and figures for sales and revenue by region, by each type segment for the period 2015-2026. In the pricing analysis section of the report, readers are provided with validated statistics and figures for the price by players and price by region for the period 2015-2020 and price by each type segment for the period 2015-2020.

Regional and Country-level Analysis



The report offers an exhaustive geographical analysis of the global Candle market, covering important regions, viz, North America, Europe, China and Japan. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, UAE, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of sales

Competition Analysis

for the period 2015-2026.

In the competitive analysis section of the report, leading as well as prominent players of the global Candle market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on sales by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Candle market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global Candle market.

The following manufacturers are covered in this report:

Blyth
Jarden Corp
Colonial Candle
S. C. Johnson & Son
Chesapeake Bay Candle
Langley/Emprire Candle
Lancaster Colony





Global Candle Market Insights, Forecast to 2026

Traditional Field



Craft Field



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