

# **Scented Candles Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Container-Based, Pillar-Based), By Category (Mass Vs. Premium), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Exclusive Stores, Online, and Others (Departmental Stores), By Region, By Company**

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## **Abstracts**

The global scented candles market is expected to register an impressive CAGR during the forecast period. Home renovation and home decorating projects have increased along with an increase in disposable money. Since the pandemic has caused individuals to spend more time at home, people have a growing desire to make their homes comfortable places to live. One of the consumer trends is sculpture-scented candles or candles with different shapes.

In essence, scented candles are used not only for their pleasant scents but also for their capacity to elevate moods and promote well-being. Candles with scents can be utilized in both households and businesses. The demand for scented candles in the residential sector has been fueled by increased home remodeling and design projects. Businesses such as spas regularly utilize scented candles because of their therapeutic qualities.

To increase their market shares, market participants provide unique scents that appeal to their customers. Many businesses have also raised their R&D expenditures to produce better products.

Scented candles are utilized in retail establishments to give clients a unique and enjoyable shopping experience. The scent of the candles can cover unpleasant smells,

enhance the air quality, and improve the shop's ambiance. Scented candles can also be used as a marketing tool to advertise goods and services. For example, a retailer might promote its summer sales using a citrus-scented candle.

Online stores utilize scented candles to provide customers with a better shopping experience. Around 6.37 billion people (80.76% of the world's population) will be using smartphones in 2021, according to Bankmycell. With the help of online shopping, items can be purchased by customers when they are at home or at work. Through the internet, customers may shop more easily and conveniently. The transactions can also be canceled with ease. In addition, it saves time and effort.

### Increasing Trend of Eco-Friendly Products Fuels Market Growth

People from all around the world are turning toward the use of eco-friendly candles due to growing environmental concerns. Additionally, there has been a significant increase in the use of candles for house decoration. These elements produce significant sales opportunities for businesses engaged in the global scented candle market. Since organic candles are naturally free of toxins and are made with organic and natural materials, they have replaced mainly paraffin wax candles in recent years. These candles are also well-known as 'green candles' since they are made from natural ingredients such as beeswax and soy wax. Both elements are natural, neither polluting the environment nor releasing poisonous gas when lit. Manufacturers of scented candles have outstanding growth potential worldwide due to a significant rise in consumer knowledge of the availability of their products.

### Increasing Partnerships Among Companies Propels Market Growth

To create a unique candle with the ideal smell for ice cream enthusiasts, Moose Tracks Ice Cream announced its partnership with Wax Poetic Candle Bar, a Michigan-based candle production firm, in June 2021. The vanilla-scented candle seduces the buyer with hints of peanut butter cups at USD 24.95. Like the ice cream flavor, the candle has a vanilla smell with notes of peanut butter cups and the famous Moose Tracks fudge. It's the ideal uncommon present for the ice cream enthusiast. It is a premium grade 11 oz candle with a burn period of more than 70 hours that are made of soy wax, wicks made of organic cotton, and clean burning smells. It is manually poured into a substantial glass container with a black lid and rubber seal.

### Product Launches Fuel the Market Growth

Companies are launching new products to attract consumers, which fuels the demand for the scented candles market worldwide. For instance, 'You, '-a scented candle, was released by Glossier in Nov 2022 for USD 36.22. The new item replaces the tiny 'You' candle that was included in the Christmas package from the previous year. The new candles come in glass containers that are red and pink, the brand's emblematic colors, and are stamped with the initials 'G.' The top notes of the 'You' candle will be the well-known ambrette seeds, ambrox, iris, and musk. Additionally, in 2022, Newell Brands launched a new candle brand Friday Collective. Friday Collective is a new brand that has been introduced by Newell Brands, the company behind Yankee Candle and other home fragrance products. The new line of scented candles is meant to evoke optimism and excitement through their brilliant hues and novel scent pairings. The scented candles offer bold, iridescent new candles that are divided into four groups that are organized by scent profile: Let's Party collection Lowkey Hype, Kickstart the Hustle, and Joy Of Missing Out. This scented candle has a premium soy wax blend, natural fiber wicks, and essential oils.

## Market Segmentation

The global scented candles market is segmented into product type, category, distribution channel, and region. Based on the product type, the market is segmented into container-based and pillar-based. Based on category, the market is segmented into mass and premium. Based on distribution channels, the market is segmented into supermarkets/hypermarkets, specialty stores, exclusive stores, online, and others (departmental stores). The market analysis also studies regional segmentation to devise regional market segmentation.

## Company Profile

Estee Lauder Inc., MVP Group International, Inc., Bath & Body Works, Inc., Newell Brands, Inc., Diptyque Distribution LLC, NEST Fragrances, LLC, Desirepath Mississippi, LLC, Candle Delirium, Inc., Seventh Avenue Apothecary, and Trapp Fragrances are the major market players in the global platform that lead the market of the scented candles globally.

## Report Scope:

In this report, the global scented candles market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

### Scented Candles Market, By Product Type:

Container-Based

Pillar-Based

### Scented Candles Market, By Category:

Mass

Premium

### Scented Candles Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Exclusive Stores

Online

Others

### Scented Candles Market, By Region:

North America

The United States

Canada

Mexico

Europe

Russia

France

The United Kingdom

Italy

Spain

Asia-Pacific

China

India

Japan

Indonesia

Vietnam

Middle East & Africa

Saudi Arabia

Egypt

UAE

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global scented candles market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)**

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
  - 4.2.1. By Gender
  - 4.2.2. By Age
  - 4.2.3. By Occupation
- 4.3. Brand Awareness
- 4.4. Frequency of Usage
- 4.5. Factors Influencing Purchase Decision
- 4.6. Brand Satisfaction
- 4.7. Customer Satisfaction

#### 4.8. Challenges Faced Post Purchase

### 5. GLOBAL SCENTED CANDLES MARKET OUTLOOK

#### 5.1. Market Size & Forecast

##### 5.1.1. By Value

#### 5.2. Market Share & Forecast

##### 5.2.1. By Product Type Market Share Analysis (Container-Based, Pillar-Based)

##### 5.2.2. By Category Market Share Analysis (Mass Vs. Premium)

##### 5.2.3. By Distribution Channel Market Share Analysis (Supermarkets/Hypermarkets, Specialty Stores, Exclusive Stores, Online, and Others (Departmental Stores))

##### 5.2.4. By Regional Market Share Analysis

###### 5.2.4.1. North America Market Analysis

###### 5.2.4.2. South America Market Analysis

###### 5.2.4.3. Middle East & Africa Market Analysis

###### 5.2.4.4. Europe Market Analysis

###### 5.2.4.5. Asia -Pacific Market Analysis

##### 5.2.5. By Company Market Share Analysis

#### 5.3. Global Scented Candles Market Mapping & Opportunity Assessment

##### 5.3.1. By Product Type Market Mapping & Opportunity Assessment

##### 5.3.2. By Category Market Mapping & Opportunity Assessment

##### 5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment

##### 5.3.4. By Regional Market Mapping & Opportunity Assessment

### 6. ASIA-PACIFIC SCENTED CANDLES MARKET OUTLOOK

#### 6.1. Market Size & Forecast

##### 6.1.1. By Value

#### 6.2. Market Share & Forecast

##### 6.2.1. By Product Type Market Share Analysis

##### 6.2.2. By Category Market Share Analysis

##### 6.2.3. By Distribution Channel Market Share Analysis

##### 6.2.4. By Country Market Share Analysis

###### 6.2.4.1. China Scented Candles Market Outlook

###### 6.2.4.1.1. Market Size & Forecast

###### 6.2.4.1.1.1. By Value

###### 6.2.4.1.2. Market Share & Forecast

###### 6.2.4.1.2.1. By Product Type Market Share Analysis

###### 6.2.4.1.2.2. By Category Market Share Analysis



- 6.2.4.1.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.2. Japan Scented Candles Market Outlook
  - 6.2.4.2.1. Market Size & Forecast
    - 6.2.4.2.1.1. By Value
  - 6.2.4.2.2. Market Share & Forecast
    - 6.2.4.2.2.1. By Product Type Market Share Analysis
    - 6.2.4.2.2.2. By Category Market Share Analysis
    - 6.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.3. India Scented Candles Market Outlook
  - 6.2.4.3.1. Market Size & Forecast
    - 6.2.4.3.1.1. By Value
  - 6.2.4.3.2. Market Share & Forecast
    - 6.2.4.3.2.1. By Product Type Market Share Analysis
    - 6.2.4.3.2.2. By Category Market Share Analysis
    - 6.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.4. Indonesia Scented Candles Market Outlook
  - 6.2.4.4.1. Market Size & Forecast
    - 6.2.4.4.1.1. By Value
  - 6.2.4.4.2. Market Share & Forecast
    - 6.2.4.4.2.1. By Product Type Market Share Analysis
    - 6.2.4.4.2.2. By Category Market Share Analysis
    - 6.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.5. Vietnam Scented Candles Market Outlook
  - 6.2.4.5.1. Market Size & Forecast
    - 6.2.4.5.1.1. By Value
  - 6.2.4.5.2. Market Share & Forecast
    - 6.2.4.5.2.1. By Product Type Market Share Analysis
    - 6.2.4.5.2.2. By Category Market Share Analysis
    - 6.2.4.5.2.3. By Distribution Channel Market Share Analysis

## **7. NORTH AMERICA SCENTED CANDLES MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Type Market Share Analysis
  - 7.2.2. By Category Market Share Analysis
  - 7.2.3. By Distribution Channel Market Share Analysis
  - 7.2.4. By Country Market Share Analysis

- 7.2.4.1. United States Scented Candles Market Outlook
  - 7.2.4.1.1. Market Size & Forecast
    - 7.2.4.1.1.1. By Value
  - 7.2.4.1.2. Market Share & Forecast
    - 7.2.4.1.2.1. By Product Type Market Share Analysis
    - 7.2.4.1.2.2. By Category Market Share Analysis
    - 7.2.4.1.2.3. By Distribution Channel Market Share Analysis
- 7.2.4.2. Canada Scented Candles Market Outlook
  - 7.2.4.2.1. Market Size & Forecast
    - 7.2.4.2.1.1. By Value
  - 7.2.4.2.2. Market Share & Forecast
    - 7.2.4.2.2.1. By Product Type Market Share Analysis
    - 7.2.4.2.2.2. By Category Market Share Analysis
    - 7.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 7.2.4.3. Mexico Scented Candles Market Outlook
  - 7.2.4.3.1. Market Size & Forecast
    - 7.2.4.3.1.1. By Value
  - 7.2.4.3.2. Market Share & Forecast
    - 7.2.4.3.2.1. By Product Type Market Share Analysis
    - 7.2.4.3.2.2. By Category Market Share Analysis
    - 7.2.4.3.2.3. By Distribution Channel Market Share Analysis

## **8. EUROPE SCENTED CANDLES MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type Market Share Analysis
  - 8.2.2. By Category Market Share Analysis
  - 8.2.3. By Distribution Channel Market Share Analysis
  - 8.2.4. By Country Market Share Analysis
    - 8.2.4.1. Russia Scented Candles Market Outlook
      - 8.2.4.1.1. Market Size & Forecast
        - 8.2.4.1.1.1. By Value
      - 8.2.4.1.2. Market Share & Forecast
        - 8.2.4.1.2.1. By Product Type Market Share Analysis
        - 8.2.4.1.2.2. By Category Market Share Analysis
        - 8.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 8.2.4.2. Italy Scented Candles Market Outlook

- 8.2.4.2.1. Market Size & Forecast
  - 8.2.4.2.1.1. By Value
- 8.2.4.2.2. Market Share & Forecast
  - 8.2.4.2.2.1. By Product Type Market Share Analysis
  - 8.2.4.2.2.2. By Category Market Share Analysis
  - 8.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.3. France Scented Candles Market Outlook
  - 8.2.4.3.1. Market Size & Forecast
    - 8.2.4.3.1.1. By Value
  - 8.2.4.3.2. Market Share & Forecast
    - 8.2.4.3.2.1. By Product Type Market Share Analysis
    - 8.2.4.3.2.2. By Category Market Share Analysis
    - 8.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.4. Spain Scented Candles Market Outlook
  - 8.2.4.4.1. Market Size & Forecast
    - 8.2.4.4.1.1. By Value
  - 8.2.4.4.2. Market Share & Forecast
    - 8.2.4.4.2.1. By Product Type Market Share Analysis
    - 8.2.4.4.2.2. By Category Market Share Analysis
    - 8.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.5. United Kingdom Scented Candles Market Outlook
  - 8.2.4.5.1. Market Size & Forecast
    - 8.2.4.5.1.1. By Value
  - 8.2.4.5.2. Market Share & Forecast
    - 8.2.4.5.2.1. By Product Type Market Share Analysis
    - 8.2.4.5.2.2. By Category Market Share Analysis
    - 8.2.4.5.2.3. By Distribution Channel Market Share Analysis

## **9. MIDDLE EAST & AFRICA SCENTED CANDLES MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type Market Share Analysis
  - 9.2.2. By Category Market Share Analysis
  - 9.2.3. By Distribution Channel Market Share Analysis
  - 9.2.4. By Country Market Share Analysis
    - 9.2.4.1. Saudi Arabia Scented Candles Market Outlook
      - 9.2.4.1.1. Market Size & Forecast

- 9.2.4.1.1.1. By Value
- 9.2.4.1.2. Market Share & Forecast
  - 9.2.4.1.2.1. By Product Type Market Share Analysis
  - 9.2.4.1.2.2. By Category Market Share Analysis
  - 9.2.4.1.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.2. Egypt Scented Candles Market Outlook
  - 9.2.4.2.1. Market Size & Forecast
    - 9.2.4.2.1.1. By Value
  - 9.2.4.2.2. Market Share & Forecast
    - 9.2.4.2.2.1. By Product Type Market Share Analysis
    - 9.2.4.2.2.2. By Category Market Share Analysis
    - 9.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.3. UAE Scented Candles Market Outlook
  - 9.2.4.3.1. Market Size & Forecast
    - 9.2.4.3.1.1. By Value
  - 9.2.4.3.2. Market Share & Forecast
    - 9.2.4.3.2.1. By Product Type Market Share Analysis
    - 9.2.4.3.2.2. By Category Market Share Analysis
    - 9.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.4. Turkey Scented Candles Market Outlook
  - 9.2.4.4.1. Market Size & Forecast
    - 9.2.4.4.1.1. By Value
  - 9.2.4.4.2. Market Share & Forecast
    - 9.2.4.4.2.1. By Product Type Market Share Analysis
    - 9.2.4.4.2.2. By Category Market Share Analysis
    - 9.2.4.4.2.3. By Distribution Channel Market Share Analysis

## **10. SOUTH AMERICA SCENTED CANDLES MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type Market Share Analysis
  - 10.2.2. By Category Market Share Analysis
  - 10.2.3. By Distribution Channel Market Share Analysis
  - 10.2.4. By Country Market Share Analysis
    - 10.2.4.1. Brazil Scented Candles Market Outlook
      - 10.2.4.1.1. Market Size & Forecast
        - 10.2.4.1.1.1. By Value

- 10.2.4.1.2. Market Share & Forecast
  - 10.2.4.1.2.1. By Product Type Market Share Analysis
  - 10.2.4.1.2.2. By Category Market Share Analysis
  - 10.2.4.1.2.3. By Distribution Channel Market Share Analysis
- 10.2.4.2. Argentina Scented Candles Market Outlook
  - 10.2.4.2.1. Market Size & Forecast
    - 10.2.4.2.1.1. By Value
  - 10.2.4.2.2. Market Share & Forecast
    - 10.2.4.2.2.1. By Product Type Market Share Analysis
    - 10.2.4.2.2.2. By Category Market Share Analysis
    - 10.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 10.2.4.3. Colombia Scented Candles Market Outlook
  - 10.2.4.3.1. Market Size & Forecast
    - 10.2.4.3.1.1. By Value
  - 10.2.4.3.2. Market Share & Forecast
    - 10.2.4.3.2.1. By Product Type Market Share Analysis
    - 10.2.4.3.2.2. By Category Market Share Analysis
    - 10.2.4.3.2.3. By Distribution Channel Market Share Analysis

## **11. MARKET DYNAMICS**

### 11.1. Drivers

- 11.1.1. Increasing Internet Penetration
- 11.1.2. Growing Partnerships Among Companies
- 11.1.3. New Product Launches

### 11.2. Challenges

- 11.2.1. Dynamic fragrance preferences
- 11.2.2. Skin issues in fragrance sensitive population

## **12. IMPACT OF COVID-19 ON GLOBAL SCENTED CANDLES MARKET**

### 12.1. Impact Assessment Model

- 12.1.1. Key Segments Impacted
- 12.1.2. Key Regions Impacted
- 12.1.3. Key Countries Impacted
- 12.1.4. Key Distribution Channel Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

- 13.1. Increasing Demand for Non-Toxic Products
- 13.2. Rising Preference of Online Shopping
- 13.3. Increasing Trend of Trying New Fragrances

## **14. IMPORT & EXPORT ANALYSIS**

- 14.1. Top 5 Exporting Countries
  - 14.1.1. By Value
- 14.2. Top 5 Importing Countries
  - 14.2.1. By Value

## **15. SWOT ANALYSIS**

- 15.1. Strengths
- 15.2. Weaknesses
- 15.3. Opportunities
- 15.4. Threats

## **16. PORTER'S FIVE FORCES MODEL**

- 16.1. Competitive Rivalry
- 16.2. Bargaining Power of Buyers
- 16.3. Bargaining Power Suppliers
- 16.4. Threat of New Entrants
- 16.5. Threat of Substitutes

## **17. COMPETITIVE LANDSCAPE**

- 17.1. Company Profiles
  - 17.1.1. The Est?e Lauder Companies Inc.
    - 17.1.1.1. Company Details
    - 17.1.1.2. Products & Services
    - 17.1.1.3. Financials (As Reported)
    - 17.1.1.4. Key Market Focus & Geographical Presence
    - 17.1.1.5. Recent Developments
    - 17.1.1.6. Key Management Personnel
  - 17.1.2. MVP Group International, Inc.
    - 17.1.2.1. Company Details
    - 17.1.2.2. Products & Services

- 17.1.2.3. Financials (As Reported)
- 17.1.2.4. Key Market Focus & Geographical Presence
- 17.1.2.5. Recent Developments
- 17.1.2.6. Key Management Personnel
- 17.1.3. Bath & Body Works, Inc.
  - 17.1.3.1. Company Details
  - 17.1.3.2. Products & Services
  - 17.1.3.3. Financials (As Reported)
  - 17.1.3.4. Key Market Focus & Geographical Presence
  - 17.1.3.5. Recent Developments
  - 17.1.3.6. Key Management Personnel
- 17.1.4. Newell Brands, Inc.
  - 17.1.4.1. Company Details
  - 17.1.4.2. Products & Services
  - 17.1.4.3. Financials (As Reported)
  - 17.1.4.4. Key Market Focus & Geographical Presence
  - 17.1.4.5. Recent Developments
  - 17.1.4.6. Key Management Personnel
- 17.1.5. Diptyque Distribution LLC
  - 17.1.5.1. Company Details
  - 17.1.5.2. Products & Services
  - 17.1.5.3. Financials (As Reported)
  - 17.1.5.4. Key Market Focus & Geographical Presence
  - 17.1.5.5. Recent Developments
  - 17.1.5.6. Key Management Personnel
- 17.1.6. NEST Fragrances
  - 17.1.6.1. Company Details
  - 17.1.6.2. Products & Services
  - 17.1.6.3. Financials (As Reported)
  - 17.1.6.4. Key Market Focus & Geographical Presence
  - 17.1.6.5. Recent Developments
  - 17.1.6.6. Key Management Personnel
- 17.1.7. Desirepath Mississippi, LLC
  - 17.1.7.1. Company Details
  - 17.1.7.2. Products & Services
  - 17.1.7.3. Financials (As Reported)
  - 17.1.7.4. Key Market Focus & Geographical Presence
  - 17.1.7.5. Recent Developments
  - 17.1.7.6. Key Management Personnel

**17.1.8. Candle Delirium, Inc.**

17.1.8.1. Company Details

17.1.8.2. Products &amp; Services

17.1.8.3. Financials (As Reported)

17.1.8.4. Key Market Focus &amp; Geographical Presence

17.1.8.5. Recent Developments

17.1.8.6. Key Management Personnel

**17.1.9. Seventh Avenue Apothecary**

17.1.9.1. Company Details

17.1.9.2. Products &amp; Services

17.1.9.3. Financials (As Reported)

17.1.9.4. Key Market Focus &amp; Geographical Presence

17.1.9.5. Recent Developments

17.1.9.6. Key Management Personnel

**17.1.10. Trapp Fragrances**

17.1.10.1. Company Details

17.1.10.2. Products &amp; Services

17.1.10.3. Financials (As Reported)

17.1.10.4. Key Market Focus &amp; Geographical Presence

17.1.10.5. Recent Developments

17.1.10.6. Key Management Personnel

**18. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

18.1. Key Focus Areas

18.2. Target Regions

18.3. Target Product Type

18.4. Target Category

18.5. Target Distribution Channel

**19. ABOUT US & DISCLAIMER**

(Note: The companies list can be customized based on the client requirements.)



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