

Candle Market Size, Trends, Analysis, and Outlook By Product (Votive, Container Candle, Pillars, Tapers, Others), By Wax (Paraffin, Soy Wax, Beeswax, Palm Wax, Others), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Candle Market Size is valued at \$14.2 Billion in 2024 and is forecast to register a growth rate (CAGR) of 5.9% to reach \$22.5 Billion by 2032.

The candle market is experiencing significant growth driven by increasing consumer interest in home fragrance and decor. The trend towards natural and eco-friendly candles is boosting demand for soy, beeswax, and essential oil-infused products. Innovations in candle designs and personalization options are enhancing market potential, prompting brands to explore diverse candle offerings.

Candle Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Candle survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Candle industry.

Key market trends defining the global Candle demand in 2025 and Beyond

The Candle industry remains an attractive hub for both domestic and global vendors. As

we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Candle Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Candle industry

Leading Candle companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Candle companies.

Candle Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Candle Market Size Outlook- Historic and Forecast Revenue in Three Cases

Candle Market Size, Trends, Analysis, and Outlook By Product (Votive, Container Candle, Pillars, Tapers, Other...

The Candle industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Candle Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Candle Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Candle market segments. Similarly, strong market demand encourages Canadian Candle companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Candle Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Candle industry remains the major market for companies in the European Candle industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Candle market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Candle Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Candle in Asia Pacific. In particular, China, India, and South East Asian Candle markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Candle Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Candle Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Candle market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Candle.

Candle Company Profiles

The global Candle market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Bath & Body Works Direct Inc, Better Homes & Gardens, Bridgewater Candle Company, Circle E Candles, Colonial Candle, Conscious Candle Company, Contract Candles & Diffusers Ltd, Diptyque S.A.S., Ellis Brooklyn, Jo Malone London, Le Labo, MALIN+GOETZ, NEST Fragrances LLC, The Yankee Candle Company Inc, TRUDON.

Recent Candle Market Developments

The global Candle market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Candle Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

Product

Votive

Container Candle

Pillars

Tapers

Others

Wax

Paraffin

Soy Wax

Beeswax

Palm Wax

Others

Distribution Channel

Offline

Online

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Bath & Body Works Direct Inc

Better Homes & Gardens

Bridgewater Candle Company

Circle E Candles

Colonial Candle

Conscious Candle Company

Contract Candles & Diffusers Ltd

Diptyque S.A.S.

Ellis Brooklyn

Jo Malone London

Le Labo

MALIN+GOETZ

NEST Fragrances LLC

The Yankee Candle Company Inc

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Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. CANDLE MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Candle Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Candle Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Candle Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Candle Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Candle Market Outlook to 2032

CHAPTER 5: CANDLE MARKET DYNAMICS

Candle Market Size, Trends, Analysis, and Outlook By Product (Votive, Container Candle, Pillars, Tapers, Other...

- 5.1 Key Candle Market Trends
- 5.2 Potential Candle Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL CANDLE MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
 - Votive
 - Container Candle
 - Pillars
 - Tapers
 - Others
 - Wax
 - Paraffin
 - Soy Wax
 - Beeswax
 - Palm Wax
 - Others
 - Distribution Channel
 - Offline
 - Online
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA CANDLE MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
 - Votive
 - Container Candle
 - Pillars
 - Tapers
 - Others
 - Wax
 - Paraffin
 - Soy Wax
 - Beeswax

Palm Wax

Others

Distribution Channel

Offline

Online

7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Candle Market Size Forecast, 2021- 2032

7.3.2 Canada Candle Market Size Forecast, 2021- 2032

7.3.3 Mexico Candle Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE CANDLE MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Product

Votive

Container Candle

Pillars

Tapers

Others

Wax

Paraffin

Soy Wax

Beeswax

Palm Wax

Others

Distribution Channel

Offline

Online

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Candle Market Size Forecast, 2021- 2032

8.3.2 France Candle Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Candle Market Size Forecast, 2021- 2032

8.3.4 Spain Candle Market Size Forecast, 2021- 2032

8.3.5 Italy Candle Market Size Forecast, 2021- 2032

8.3.6 Russia Candle Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Candle Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC CANDLE MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Product

Votive

Container Candle

Pillars

Tapers

Others

Wax

Paraffin

Soy Wax

Beeswax

Palm Wax

Others

Distribution Channel

Offline

Online

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Candle Market Size Forecast, 2021- 2032

9.3.2 India Candle Market Size Forecast, 2021- 2032

9.3.3 Japan Candle Market Size Forecast, 2021- 2032

9.3.4 South Korea Candle Market Size Forecast, 2021- 2032

9.3.5 Australia Candle Market Size Forecast, 2021- 2032

9.3.6 South East Asia Candle Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Candle Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA CANDLE MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Product

Votive

Container Candle

Pillars

Tapers

Others

Wax

Paraffin

Soy Wax

Beeswax

Palm Wax

Others

Distribution Channel

Offline

Online

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Candle Market Size Forecast, 2021- 2032

10.3.2 Argentina Candle Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Candle Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA CANDLE MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Product

Votive

Container Candle

Pillars

Tapers

Others

Wax

Paraffin

Soy Wax

Beeswax

Palm Wax

Others

Distribution Channel

Offline

Online

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Candle Market Size Forecast, 2021- 2032

11.3.2 The UAE Candle Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Candle Market Size Forecast, 2021- 2032

11.3.4 South Africa Candle Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Candle Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Bath & Body Works Direct Inc

Better Homes & Gardens

Bridgewater Candle Company

Circle E Candles

Colonial Candle

Conscious Candle Company

Contract Candles & Diffusers Ltd

Diptyque S.A.S.

Ellis Brooklyn

Jo Malone London

Le Labo

MALIN+GOETZ

NEST Fragrances LLC

The Yankee Candle Company Inc

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CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Candle Market Outlook by Type, 2021- 2032
- Figure 6: Global Candle Market Outlook by Application, 2021- 2032
- Figure 7: Global Candle Market Outlook by Region, 2021- 2032
- Figure 8: North America Candle Market Snapshot, Q4-2024
- Figure 9: North America Candle Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Candle Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Candle Market Share by Country, 2023
- Figure 12: Europe Candle Market Snapshot, Q4-2024
- Figure 13: Europe Candle Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Candle Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Candle Market Share by Country, 2023
- Figure 16: Asia Pacific Candle Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Candle Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Candle Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Candle Market Share by Country, 2023
- Figure 20: South America Candle Market Snapshot, Q4-2024
- Figure 21: South America Candle Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Candle Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Candle Market Share by Country, 2023
- Figure 24: Middle East and Africa Candle Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Candle Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Candle Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Candle Market Share by Country, 2023
- Figure 28: United States Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Candle Market Size Outlook, \$ Million, 2021- 2032

- Figure 35: Italy Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Candle Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

- Table 1: Market Scope and Segmentation
- Table 2: Global Candle Market Size Outlook, \$Million, 2021 to 2032
- Table 3: Low Case Scenario Forecasts
- Table 4: Reference Case Scenario Forecasts
- Table 5: High Growth Scenario Forecasts
- Table 6: Global Candle Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Candle Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Candle Market Outlook by Type, 2021- 2032
- Table 10: North America- Candle Market Outlook by Country, 2021- 2032
- Table 11: Europe - Candle Market Outlook by Type, 2021- 2032
- Table 12: Europe - Candle Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Candle Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Candle Market Outlook by Country, 2021- 2032
- Table 15: South America- Candle Market Outlook by Type, 2021- 2032
- Table 16: South America- Candle Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Candle Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Candle Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Candle Companies
- Table 20: Product Profiles of Leading Candle Companies
- Table 21: SWOT Profiles of Leading Candle Companies

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