

# **Scented Candles Market Size, Trends, Analysis, and Outlook By Product (Container-based, Pillar, Others), By Wax (Paraffin Wax, Soy Wax, Blended, Beeswax, Palm Wax), By Category (Mass, Premium), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global Scented Candles Market Size is valued at \$611.2 Million in 2024 and is forecast to register a growth rate (CAGR) of 4.4% to reach \$862.6 Million by 2032.

The scented candles market is growing, driven by increasing consumer interest in home ambiance and wellness. As individuals seek products that enhance relaxation and mood, demand for scented candles with natural fragrances is on the rise. The trend towards sustainability and eco-friendly materials is influencing purchasing behavior, with consumers favoring brands that prioritize clean ingredients and ethical sourcing. Additionally, innovations in scent combinations and packaging are enhancing market appeal.

### **Scented Candles 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 Scented Candles 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 Scented Candles industry.

## Key market trends defining the global Scented Candles demand in 2025 and Beyond

The Scented Candles 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.

## Scented Candles 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 Scented Candles industry

Leading Scented Candles 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 Scented Candles companies.

## Scented Candles 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.

### Scented Candles Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Scented Candles 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.

### Scented Candles 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 Scented Candles 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 Scented Candles market segments. Similarly, strong market demand encourages Canadian Scented Candles companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

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

The German Scented Candles industry remains the major market for companies in the European Scented Candles 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 Scented Candles 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 Scented Candles 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 Scented Candles in Asia Pacific. In particular, China, India, and South East Asian Scented Candles 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 Scented Candles 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 Scented Candles 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 Scented Candles market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Scented Candles.

**Scented Candles Company Profiles**

The global Scented Candles 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 Diptyque Paris, L Brands, Lalique Group SA, MVP Group International Inc, NEST New York, Newell Brands,

Portmeirion Group PLC, The Est?e Lauder Companies Inc, Thymes LLC, Village Candle.

## Recent Scented Candles Market Developments

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

## Scented Candles 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:

By Product

*Scented Candles Market Size, Trends, Analysis, and Outlook By Product (Container-based, Pillar, Others), By Wa...*

Container-based

Pillar

Others

By Wax

Paraffin Wax

Soy Wax

Blended

Beeswax

Palm Wax

By Category

Mass

Premium

By Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Diptyque Paris

L Brands

Lalique Group SA

MVP Group International Inc

NEST New York

Newell Brands

Portmeirion Group PLC

The Est?e Lauder Companies Inc

Thymes LLC

Village Candle

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. SCENTED CANDLES MARKET OVERVIEW- 2025**

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

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Scented Candles 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 Scented Candles Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Scented Candles Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Scented Candles Market Outlook to 2032

### **CHAPTER 5: SCENTED CANDLES MARKET DYNAMICS**

*Scented Candles Market Size, Trends, Analysis, and Outlook By Product (Container-based, Pillar, Others), By Wa...*



- 5.1 Key Scented Candles Market Trends
- 5.2 Potential Scented Candles Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL SCENTED CANDLES MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
  - Container-based
  - Pillar
  - Others
  - Wax
    - Paraffin Wax
    - Soy Wax
    - Blended
    - Beeswax
    - Palm Wax
  - Category
    - Mass
    - Premium
  - Distribution Channel
    - Supermarkets/Hypermarkets
    - Convenience Stores
    - Online
    - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA SCENTED CANDLES MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
  - Container-based
  - Pillar
  - Others
  - Wax
    - Paraffin Wax

Soy Wax  
Blended  
Beeswax  
Palm Wax  
Category  
Mass  
Premium  
Distribution Channel  
Supermarkets/Hypermarkets  
Convenience Stores  
Online  
Others

### 7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Scented Candles Market Size Forecast, 2021- 2032

7.3.2 Canada Scented Candles Market Size Forecast, 2021- 2032

7.3.3 Mexico Scented Candles Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE SCENTED CANDLES MARKET ANALYSIS AND OUTLOOK TO 2032**

### 8.1 Europe Market Outlook by Segments, 2021- 2032

#### 8.2 Product

Container-based

Pillar

Others

Wax

Paraffin Wax

Soy Wax

Blended

Beeswax

Palm Wax

Category

Mass

Premium

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

### 8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Scented Candles Market Size Forecast, 2021- 2032

8.3.2 France Scented Candles Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Scented Candles Market Size Forecast, 2021- 2032

8.3.4 Spain Scented Candles Market Size Forecast, 2021- 2032

8.3.5 Italy Scented Candles Market Size Forecast, 2021- 2032

8.3.6 Russia Scented Candles Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Scented Candles Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC SCENTED CANDLES MARKET ANALYSIS AND OUTLOOK TO 2032**

### 9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

#### 9.2 Product

Container-based

Pillar

Others

Wax

Paraffin Wax

Soy Wax

Blended

Beeswax

Palm Wax

Category

Mass

Premium

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

### 9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Scented Candles Market Size Forecast, 2021- 2032

9.3.2 India Scented Candles Market Size Forecast, 2021- 2032

9.3.3 Japan Scented Candles Market Size Forecast, 2021- 2032

9.3.4 South Korea Scented Candles Market Size Forecast, 2021- 2032

9.3.5 Australia Scented Candles Market Size Forecast, 2021- 2032

9.3.6 South East Asia Scented Candles Market Size Forecast, 2021- 2032

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

## **CHAPTER 10: SOUTH AMERICA SCENTED CANDLES MARKET ANALYSIS AND OUTLOOK TO 2032**

### 10.1 South America Market Outlook by Segments, 2021- 2032

#### 10.2 Product

Container-based

Pillar

Others

Wax

Paraffin Wax

Soy Wax

Blended

Beeswax

Palm Wax

Category

Mass

Premium

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

### 10.3 South America Market Outlook by Country, 2021- 2032

#### 10.3.1 Brazil Scented Candles Market Size Forecast, 2021- 2032

#### 10.3.2 Argentina Scented Candles Market Size Forecast, 2021- 2032

#### 10.3.3 Rest of South America Scented Candles Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA SCENTED CANDLES MARKET ANALYSIS AND OUTLOOK TO 2032**

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

#### 11.2 Product

Container-based

Pillar

Others

Wax

Paraffin Wax

Soy Wax

Blended

Beeswax

Palm Wax

Category

Mass

Premium

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

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

11.3.1 Saudi Arabia Scented Candles Market Size Forecast, 2021- 2032

11.3.2 The UAE Scented Candles Market Size Forecast, 2021- 2032

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

11.3.4 South Africa Scented Candles Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Scented Candles 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 Diptyque Paris

L Brands

Lalique Group SA

MVP Group International Inc

NEST New York

Newell Brands

Portmeirion Group PLC

The Est?e Lauder Companies Inc

Thymes LLC

Village Candle

## **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 Scented Candles Market Outlook by Type, 2021- 2032
- Figure 6: Global Scented Candles Market Outlook by Application, 2021- 2032
- Figure 7: Global Scented Candles Market Outlook by Region, 2021- 2032
- Figure 8: North America Scented Candles Market Snapshot, Q4-2024
- Figure 9: North America Scented Candles Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Scented Candles Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Scented Candles Market Share by Country, 2023
- Figure 12: Europe Scented Candles Market Snapshot, Q4-2024
- Figure 13: Europe Scented Candles Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Scented Candles Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Scented Candles Market Share by Country, 2023
- Figure 16: Asia Pacific Scented Candles Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Scented Candles Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Scented Candles Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Scented Candles Market Share by Country, 2023
- Figure 20: South America Scented Candles Market Snapshot, Q4-2024
- Figure 21: South America Scented Candles Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Scented Candles Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Scented Candles Market Share by Country, 2023
- Figure 24: Middle East and Africa Scented Candles Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Scented Candles Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Scented Candles Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Scented Candles Market Share by Country, 2023
- Figure 28: United States Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Scented Candles Market Size Outlook, \$ Million, 2021- 2032

- Figure 31: Germany Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 35: Italy Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Scented Candles Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Scented Candles 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 Scented Candles 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 Scented Candles Market Size Outlook by Segments, 2021- 2032

Table 7: Global Scented Candles Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Scented Candles Market Outlook by Type, 2021- 2032

Table 10: North America- Scented Candles Market Outlook by Country, 2021- 2032

Table 11: Europe - Scented Candles Market Outlook by Type, 2021- 2032

Table 12: Europe - Scented Candles Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Scented Candles Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Scented Candles Market Outlook by Country, 2021- 2032

Table 15: South America- Scented Candles Market Outlook by Type, 2021- 2032

Table 16: South America- Scented Candles Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Scented Candles Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Scented Candles Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Scented Candles Companies

Table 20: Product Profiles of Leading Scented Candles Companies

Table 21: SWOT Profiles of Leading Scented Candles Companies

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