

# Research into the European Candles Market



15<sup>th</sup> May 2015

## CONTENTS

---

CONTENTS .....	2
ABOUT COMRES .....	3
METHODOLOGY .....	3
EXECUTIVE SUMMARY .....	4
SHOPPING FOR THE HOME.....	5
CANDLE USAGE .....	12
BUYERS' BEHAVIOUR.....	18
SUMMARY - MARKET COMPARISONS.....	23
FURTHER INFORMATION .....	25

## ABOUT COMRES

---

ComRes provides specialist research and insight into reputation, public policy and communications.

ComRes won the 2014 Market Research Society Award for Public Policy / Social Research for its innovative research into online communications.

The consultancy also conducts regular public research for organisations including the BBC, CNN, and other media outlets, as well as a wide range of public sector and corporate clients. ComRes is a member of the British Polling Council and abides by its rules.

For further information about ComRes, this research or any other research requirements please contact [Katharine.Peacock@comres.co.uk](mailto:Katharine.Peacock@comres.co.uk).

## METHODOLOGY

---

For this study ComRes interviewed 3530 adults in the UK, Poland, Germany, Netherlands, Italy, France and Finland online between April 14<sup>th</sup> and April 28<sup>th</sup> 2015. Data were weighted by gender, age and region to be representative of all adults aged 18+ in each country.

## EXECUTIVE SUMMARY

---

### Shopping attitudes

- More than half of people who shop for household items (58%) have experience of buying candles – women are particularly likely to have done so, with three quarters (74%) having bought candles in the past.
- Those who do not have experience of buying candles are most likely to report that this is because someone else in the household purchases them (33%).
- Candles are more likely than other scented products to ‘best meet’ several positive qualities tested, including ‘creating a pleasant ambience’, ‘being a good gift option’ and ‘looking good in the house’.

### Candle usage

- Half of people in the European markets tested use candles at least once a week; women are significantly more likely to do so than men (52% vs. 43%).
- Tealights (32%) and candles that come in a container (22%) are the most frequently used types of candles.
- A majority of respondents report using candles to create a nice ambience in the home (67%), for holiday celebrations (62%) and for birthdays (55%).

### Buyers’ behaviours

- Scent (63%) and price (61%) are widely considered among the most important factors when buying candles.
- Grocery stores or supermarkets (57%) and department stores (50%) are the most common locations where people tend to buy candles.
- Tealights are the candles bought in greatest numbers, followed by candles in containers and graveyard candles – though the latter is driven mainly by one market (Poland).