

Association Update

ECMA

WCC, Orlando, 2025



Agenda



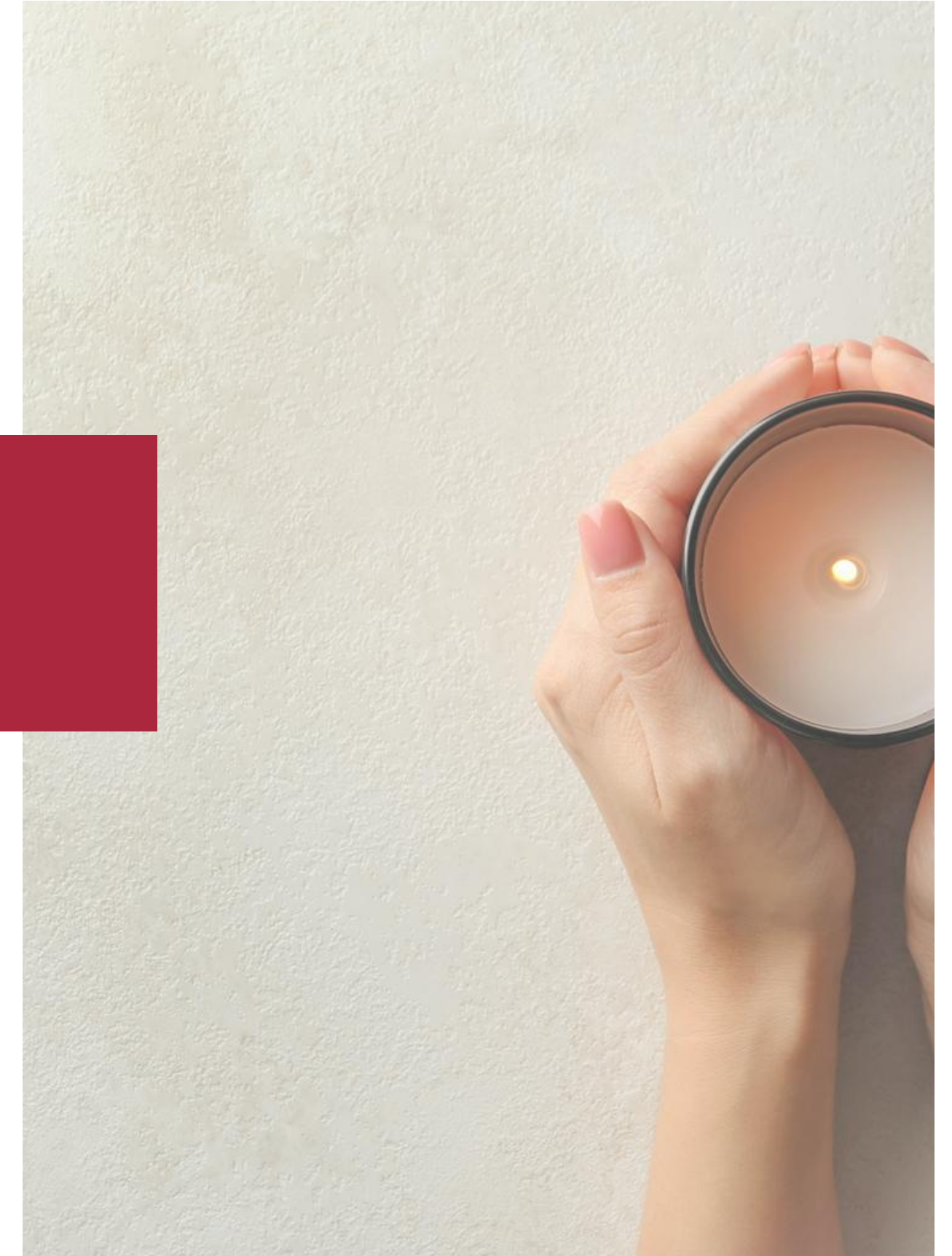
1. Overview of the Candle Market



2. Latest Consumer Trends and Spending Habits



3. Challenges the Candle Industry Faces in Europe



Chapter 1

Overview of the Candle Market





Overview of the Candle Market

- ECMA: 77 members – 49 candle manufacturers, 2 national associations of candle manufacturers and 26 suppliers.
- Total market volume 2023 approx. 760,000 tons and 1.9 billion euros (source: Eurostat).
- Candle use and consumer preferences very different from region to region.

Chapter 2

Latest Consumer Trends and Spending Habits





Latest Consumer Trends and Spending Habits

- The need to provide end consumers with as much information as possible about the sourcing of ingredients and components.
- Consumers, brands and retailer more focused on sustainability.
- Product trend:
 - Consumers are willing to spend more on on higher quality candles.
 - Higher demand on design, fragrance and burn quality, sustainability and a transparent and traceable ingredient information.

Chapter 3

Challenges the Candle Industry Faces in Europe





Challenges the Candle Industry Faces in Europe

Market challenges – rising costs and availability of raw materials

- Continual research into manufacturing processes to help mitigate rising costs
- Supply chain focus to ensure continuous availability of raw materials
- Be open to introducing changes/improvements
- Keeping a happy labour force/staff retention
- Recruit the next generation who can help a business stay focused and competitive



Challenges the Candle Industry Faces in Europe

Keeping up with sustainability

- Align on the standards and communication to avoid greenwashing

External trade

- Increasing candle imports from China
 - Anti-dumping investigation initiated in December 2024
- US tariffs
 - on candle exports from Europe
 - on candle exports from Vietnam

Two lit candles in glass holders are shown on a textured surface. The candle in the foreground is partially melted, and the one behind it is also lit. The background is blurred, showing more candles.

Challenges the Candle Industry Faces in Europe

Increased regulatory requirements

- Ever increasing requirements that require a lot of work to comply with
- Restriction of raw materials, mostly fragrance

THANK YOU

