

**makesy<sup>®</sup>**

how to be a more *sustainable* candle brand

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World Candle Congress 2025



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# candle *truth or myth*

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***not all natural  
waxes are  
automatically  
sustainable.***

***essential oils are  
more eco-friendly  
than synthetic  
fragrance.***

***all recycled glass  
vessels are less  
environmentally  
impactful than new  
aluminum tins.***

***the type of wick you  
choose can affect  
your candle's total  
carbon footprint.***

sustainability isn't a bonus –  
*it's the baseline.*



# what's hot & *eco-* *friendly* in 2025.

***circular design: refillables, take-back programs, and zero-waste packaging.***

***upcycled everything: where leftovers become luxe, from fragrance to wax.***

***refined minimalism: simplicity reigns, with a focus on clean, essential ingredients — and nothing more.***





# how to win at *sustainability*

make it clean. make it last. make it matter.

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**#1**

***start smart.***

**#2**

***cut the extra.***

**#3**

***tell the whole  
story.***

**#4**

***always keep improving.***



# implementing *eco practices.*

***start with a sustainability audit***

***product - packaging - shipping***

***make a plan***

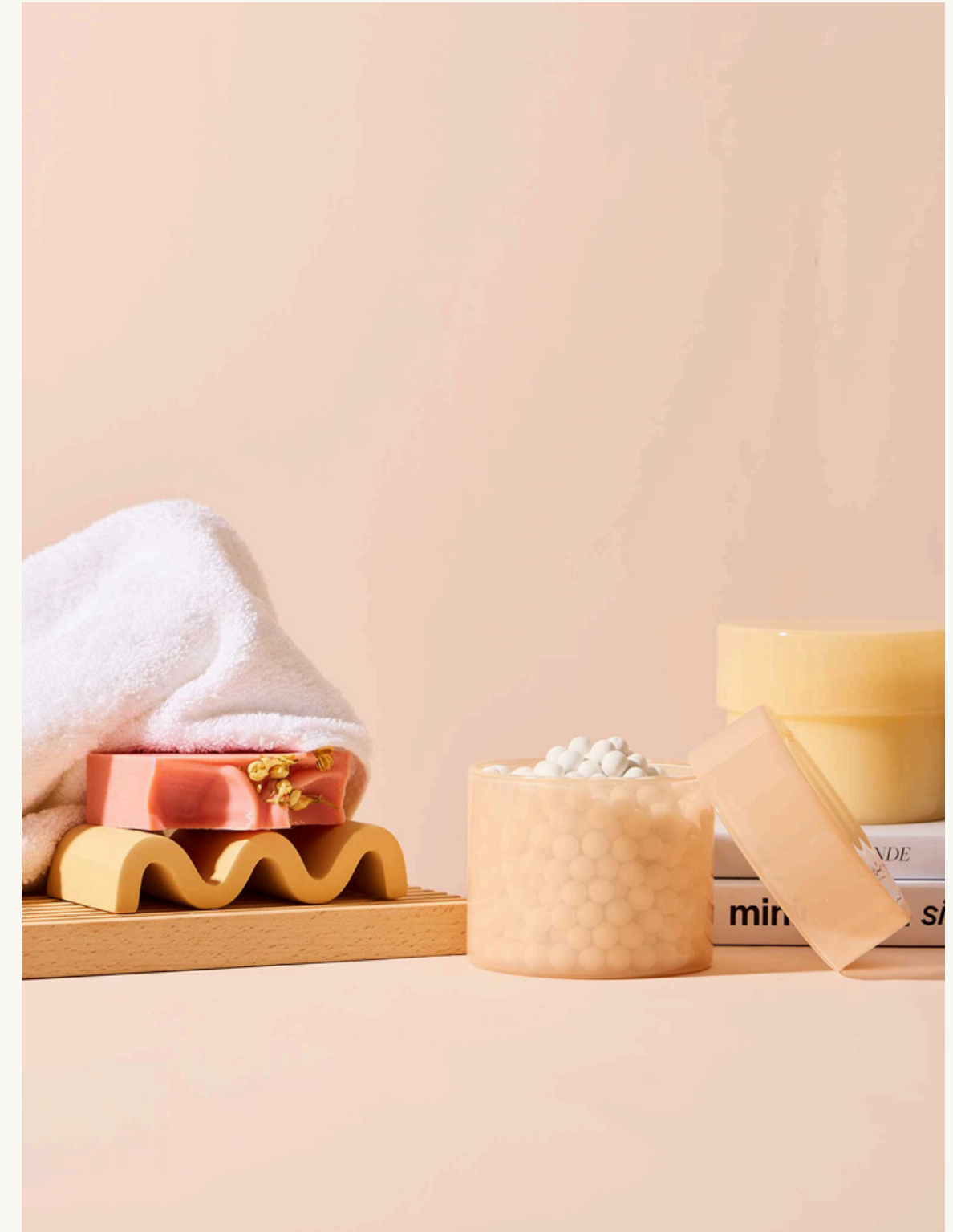
***learn more about your own supply chain***



# eco *containers*

**Prioritize recycled and recyclable materials like glass, aluminum, etc.**

**Searches for "refillable candles" grew by 112% in 2024. (Google Trends, 2024)**  
**62% of consumers say they are more likely to purchase if a brand promotes upcycling ideas. (NielsenIQ, 2025)**



# eco *wax*

***Focus on renewable options like coconut, apricot, RSPO palm, soy, and beeswax from ethical farms.***

***70% of candle buyers prefer natural or sustainably sourced waxes over paraffin.  
(Statista, 2024)***

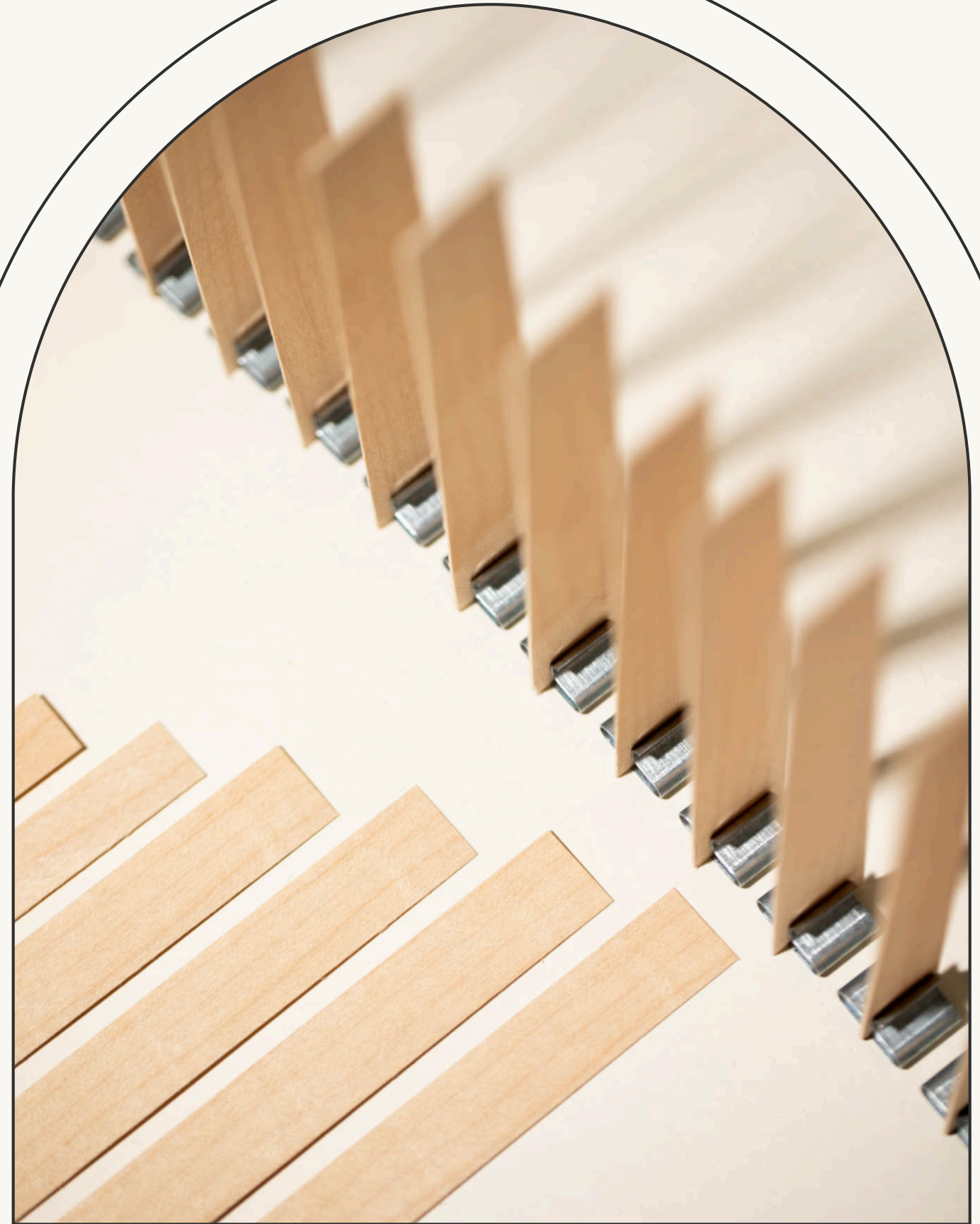




# eco *wicks*

***Consider using sustainable wooden wicks or bamboo wicks (available now).***

***Promote your wick choices as part of your clean-burning story—it's a key differentiator in today's market.***



# eco *fragrance.*

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**68% of consumers are more likely to buy scented products when sustainability claims are clear and credible. (NielsenIQ, 2024)**

**Use phthalate-free and paraben-free, and IFRA-compliant fragrance oils.**

**Educate your customers on the benefits of safe synthetics—they're often more sustainable than overharvested naturals.**





# *reduce* waste.

***Waste reduction improves efficiency, saves money, and builds brand loyalty.***

***Key Areas to Reduce Company-Wide Waste:***

- 1. Operations & Manufacturing***
- 2. Office Practices***
- 3. Supply Chain & Logistics***
- 4. Employee Engagement***

***"Sustainability isn't a department — it's a company mindset."***

- 5. End-of-Life Programs***





# *packaging* matters.

**75% of consumers prefer products with eco-friendly packaging, and 60% have switched brands because of it. (McKinsey, 2024)**

- **Today's consumers are hyper-aware of packaging waste—and they expect solutions:**
  - **Use compostable, recyclable, or reusable materials.**
  - **Eliminate excess.**



# *consumers* care.

***76% of consumers prefer eco-friendly shipping options, even if it means longer delivery times. (Shopify, 2025).***

***Brands offering carbon-neutral shipping saw a 23% increase in customer loyalty. (Forrester, 2024)***





# *smarter* shipping

- *Implement a carbon offset program*
- *Don't overlook international shipping*
- *Reduce air freight and prioritize ground or regional shipping hubs.*
- *Incentivize local pickup.*







# let your *impact speak.*

- Launch a UGC campaign for upcycled candle jars.
- Partner with reforestation programs — “1 Candle = 1 Tree Planted.”
- Share educational content about materials, sourcing, and eco-tips.
- Prioritize certifications that align with your brand.

***Brands with  
interactive eco-  
initiatives see  
up to 40%  
higher  
engagement  
rates.  
(Forrester,  
2025)***



# the *snowball* effect.

***You don't have to do everything — just something. Perfection is paralyzing. Progress is powerful. Start with one small change and grow from there.***





# sustainability *in motion.*

Consumers don't expect perfection—they expect progress.

- Post your goals and updates on your website & social.
- Include eco callouts on product labels and shipping materials.
- Share real stories from your supply chain, vendors, and team.

**73% of  
shoppers are  
more loyal to  
brands that  
share their  
sustainability  
journey openly  
(Forrester,  
2024).**



# the cost of *not* being sustainable.

***66% said they consider sustainability when making a purchase (World Economic Forum).***

***Retail rejection — buyers prioritize eco-conscious vendors.***

***Rising material & waste disposal costs.***

***Negative press & greenwashing backlash risks.***



# *quick* wins for a greener brand

1. *Swap to recyclable or compostable packaging.*
2. *Partner with a carbon-offset provider.*
3. *Launch a container upcycling campaign on social media.*
4. *Add a sustainability page to your website—transparency builds trust!*





The image features a background of two women laughing joyfully in the upper left corner. Below them is a large stack of white, rectangular soap bars. In the bottom left corner, there is a coconut and a small bowl of shredded coconut. The central text is overlaid on a dark grey rectangular area.

the bottom line:  
*sustainability matters.*

*Be the brand  
that leads with  
purpose,  
profits, and  
planet in mind.*



now go *make it happen!*

**let's connect:**

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