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Home Fragrance State of the Market --By The Numbers--

Kathy LaVanier

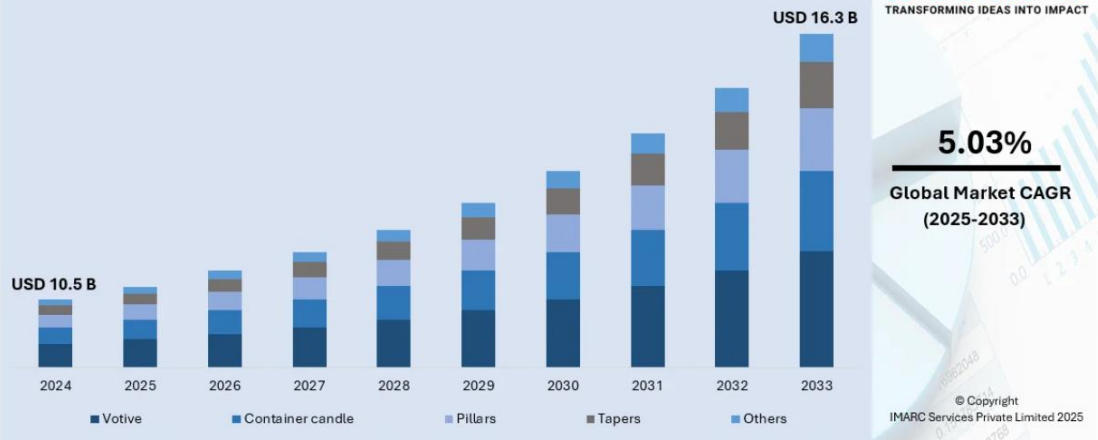
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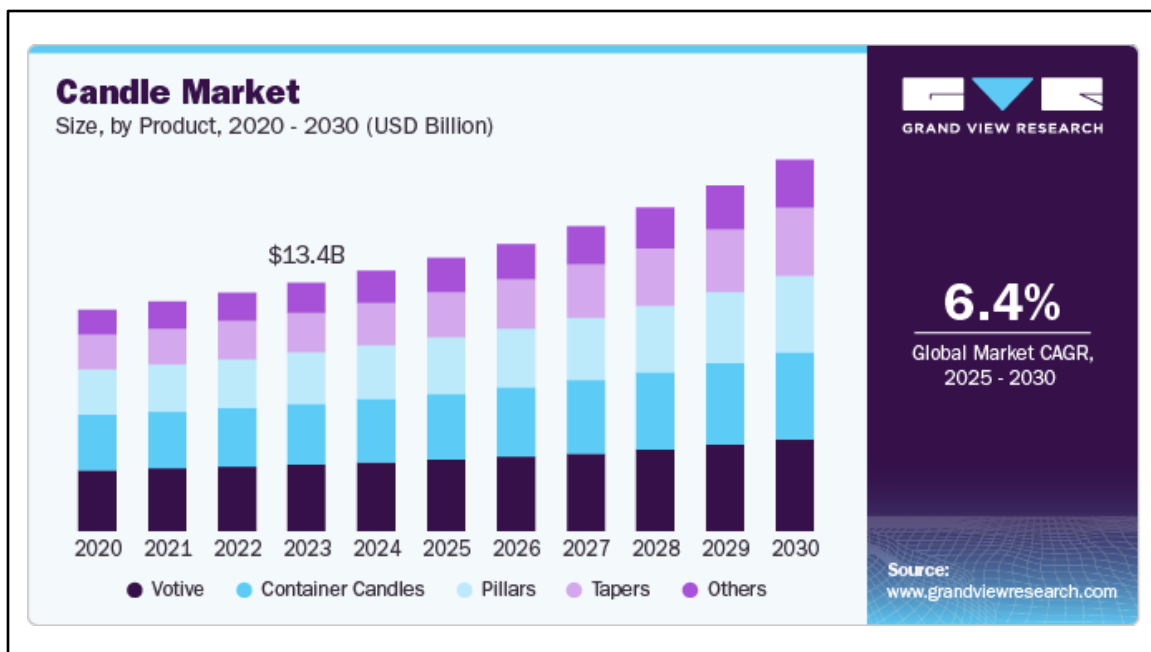
The first question most of us ask is how big is the candle market? Because a high number of manufacturers are privately held we don't have exact reporting on sales volume. And IRI data only captures food/drug/mass. As a result, there is a range of opinion represented in the data. Here we see Verified Market Research says the global market size is 8.330 billion now. They project a growth rate of 5.3% from 2024 to 2031. The NRF projects an annual growth rate for all of retail of 2.7% to 3.7% in 2025, reaching \$5.4 trillion. The 1—year annual sales growth rate then lands at 3.6%.

Candle Market Forecast

Size, By Product, 2024-2033 (USD Billion)



IMARC projects that same growth rate, with a market size of 16.3 Billion by 2033.



Grand View Research is a bit more aggressive in their projection, with both higher revenue at \$14.8 Billion in 2025 and \$20.1 Billion in 2030, and a higher growth rate at 6.4%.

Globally;

Average Revenue Per User (ARPU): The ARPU is expected to be US\$25.48.

User Growth: The number of candle users is expected to increase from 375.7 million users in 2025 to 375.8 million users in 2029.

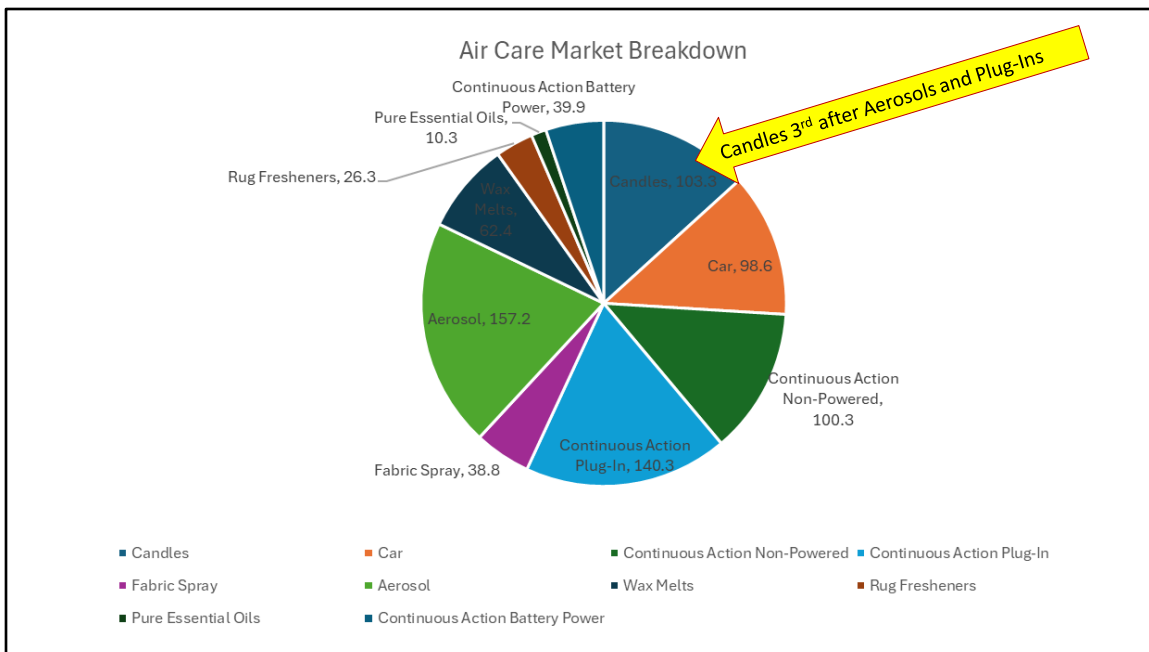
User Penetration: User penetration is predicted to be 4.3% in 2025 and 5.1% by 2029.

Seasonal Sales: Approximately 35% of candle sales occur during the Christmas/Holiday season.

Growing Categories: Votive candles accounted for a share of about 26% of the global industry in 2024. Demand for tapered candles is expected to grow at a CAGR of 8.1% from 2025 to 2030.

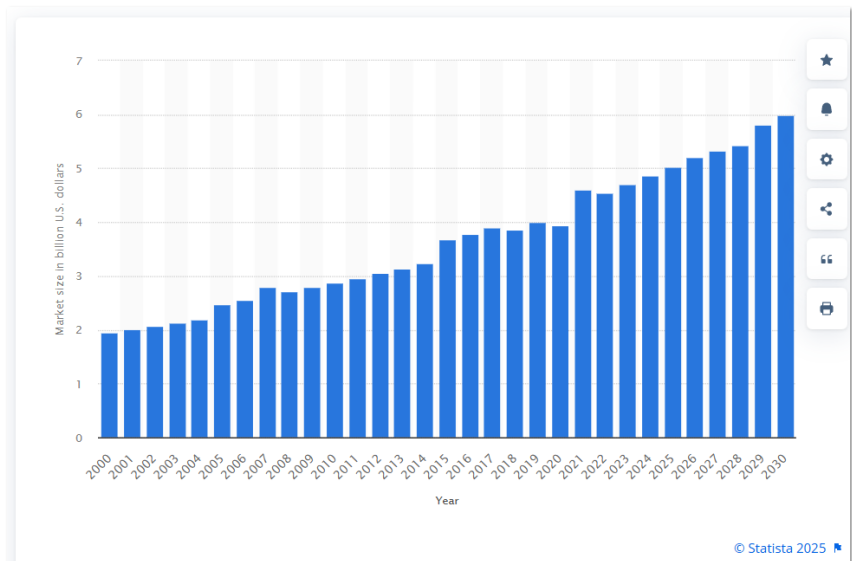


Globally, the planet is filled with dedicated candle users, nearing 400 million who enjoy the product. That's about 5% of our population. We all know the business is seasonally driven. Votives have always been a favorite in the global numbers. Tapers are rising again driven by the strength of a fast increase in the USA as millennials in particular discovered collecting unique taper holders.

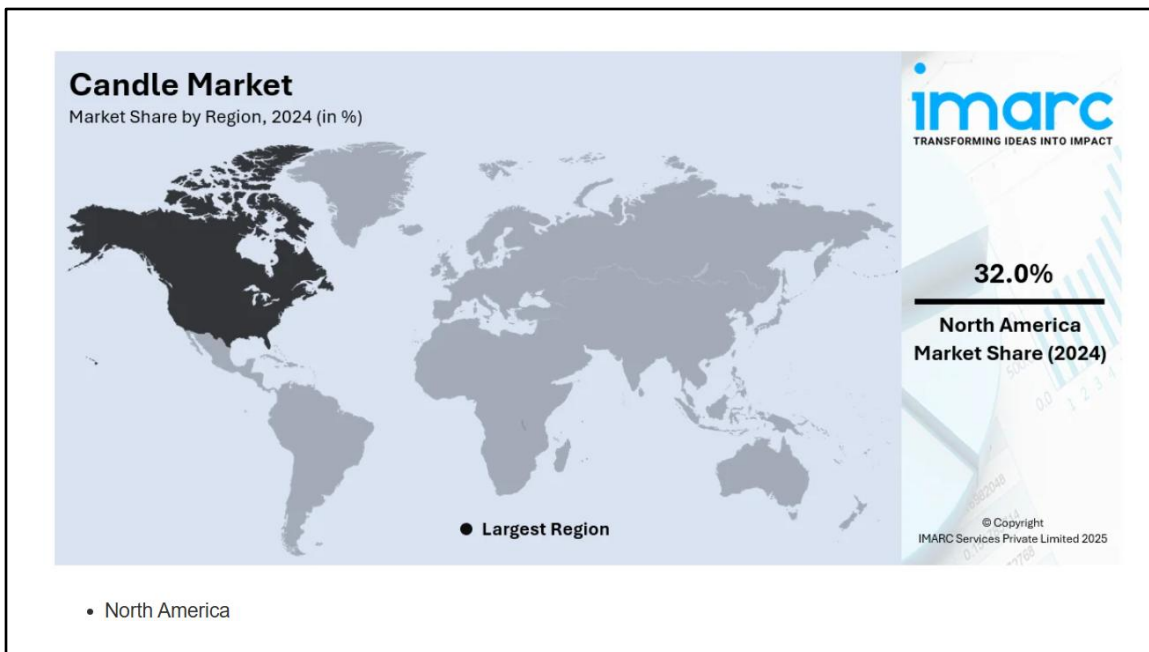


No change in the top 4. Aerosol sprays are number one, followed by plug-ins, then candles at #3 and passive continuous action, like reed diffusers, are number 4.

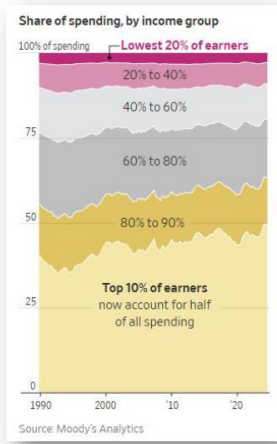
Size of the
candle market
in the
United States
from
2000 to 2030
(in billion U.S.
dollars)



The North American candle market was valued at USD 4.2 Billion in 2023, with projections to reach USD 5.5 Billion by 2028, according to a report from the National Candle Association published in March 2024.



That means the North American candle market accounted for a revenue share of global candle volume of around 32% in 2024. In North America, the market share for the United States was 78.80% of the total. The candle market in Europe accounted for a share of about 28% in 2024. Latin America accounted for about 5% with a growth rate of 3%. According to a report by the Asia Pacific Economic Cooperation (APEC) Consumer Market Information published in March 2024, the Asia-Pacific candle market is projected to grow at a CAGR of 8.5% from 2024 to 2028, outpacing the global average of 6.2%. The United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) reported in January 2024 that urban population in the region reached 55% in 2023, up from 51% in 2020, driving demand for home decor products including candles.



Luxury Candle Market \$315.5 million

"A significant factor contributing to this growth is the increasing emphasis on wellness and self-care," said an analyst with Grand View Research. "Consumers are incorporating luxury candles into their daily routines to create calming environments that promote relaxation and mindfulness. This trend has gained momentum, particularly during the holiday season, when candles are used to enhance the ambiance of homes during the colder months."

Top 10% of earnings account 50% of all spending, a record in data going back to 1989.

- Three decades ago, they accounted for about 36%.

Low and middle earning consumers are increasingly being priced out of market. Walmart Chief Executive Doug McMillon said "budget-pressured" customers are showing stressed behaviors. During a recent earnings call, Walmart revised their sales forecast downward, from 4% to 3%.

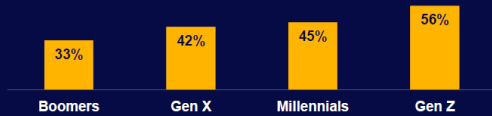
The luxury candle market in the United States is projected to reach \$315.5 million over the next five years, according to a new report from Grand View Research. This represents a market growth of 11.5% from 2025 to 2030. Shifting user spending habits are allowing a greater number of individuals to purchase high-end and luxury candle items. The growth of the North American candle market is driven by high individual spending on home decor, wellness trends, and a robust e-commerce infrastructure.

Most consumers, particularly younger generations, are open to splurging on premium options

When it comes to premiumization, some factors are more influential than others.

43%

of U.S. consumers say they're likely to treat themselves by upgrading to a premium brand product



Source: NIQ 2025 Private Label & Branded Products report global survey

More influential

Loyalty 55% would pay more to purchase from a brand/retailer that rewards my loyalty

Incentives 52% would pay more on a purchase to get something else for free (e.g., qualify for free shipping)

Efficacy 47% would pay a premium on the option I believe is the most safe/effective

Less influential

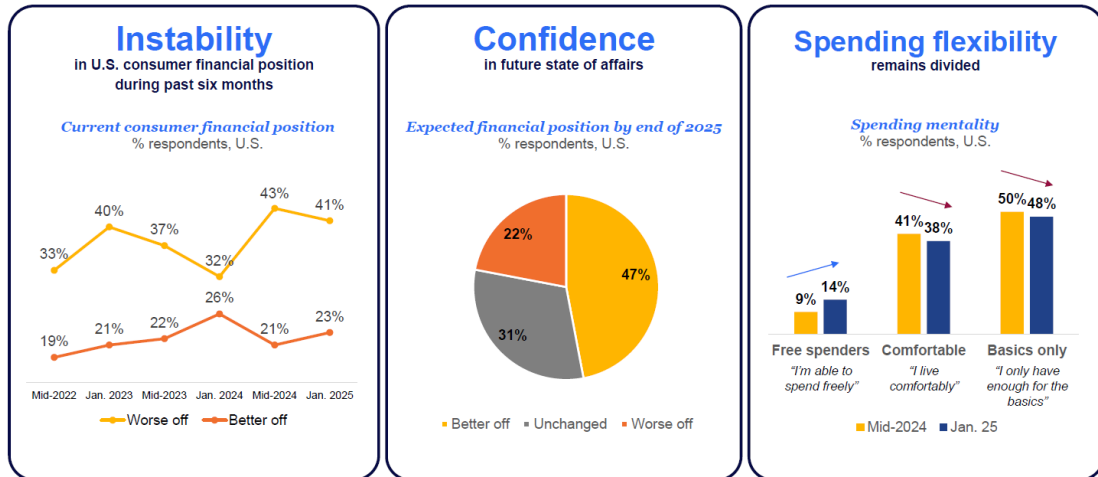
Immediacy 37% would pay a premium to receive something sooner/more immediately

Scarcity 36% would pay a premium to buy something often "sold out"/hard to get

Novelty 30% would pay a premium to have something when it first hits the market

Consumers still want to treat themselves. Brand loyalty efforts and incentives are going to play a top role as will the marketing story around why buying your candle is a special treat or most sought after gift.

Recent financial instability and divided consumer confidence could be driving changing brand dynamics



Source: NIQ 2025 Private Label & Branded Products report global survey

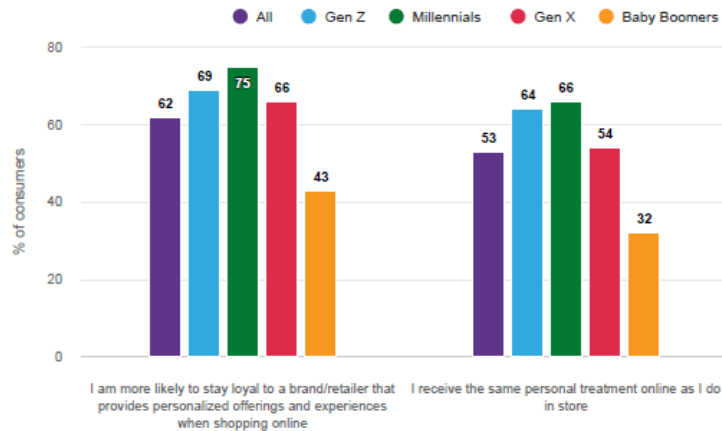
The top 25% of earners are going to be incredibly important this year. Confidence as depicted in the center chart here is falling into "worse off." The 75% of the population that fall below the top earners are starting to lean into spending on basics only. To some extent, as an affordable luxury, candles can fall into that.



Offline Retail accounted for approximately 65% of total candle sales in the United States in 2023. Demand through the online channel is projected to grow with a CAGR of 7.3% from 2025 to 2030.

Personalization of the shopping experience drives loyalty

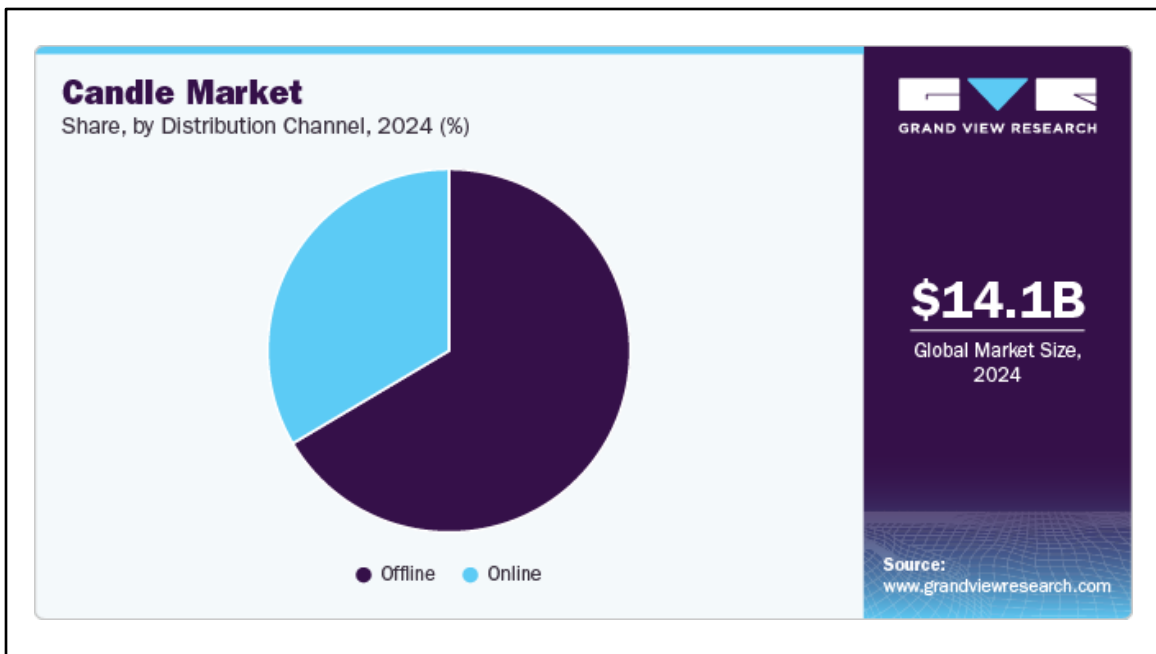
US: attitudes toward personalization – experience, any agree, by generation, 2024



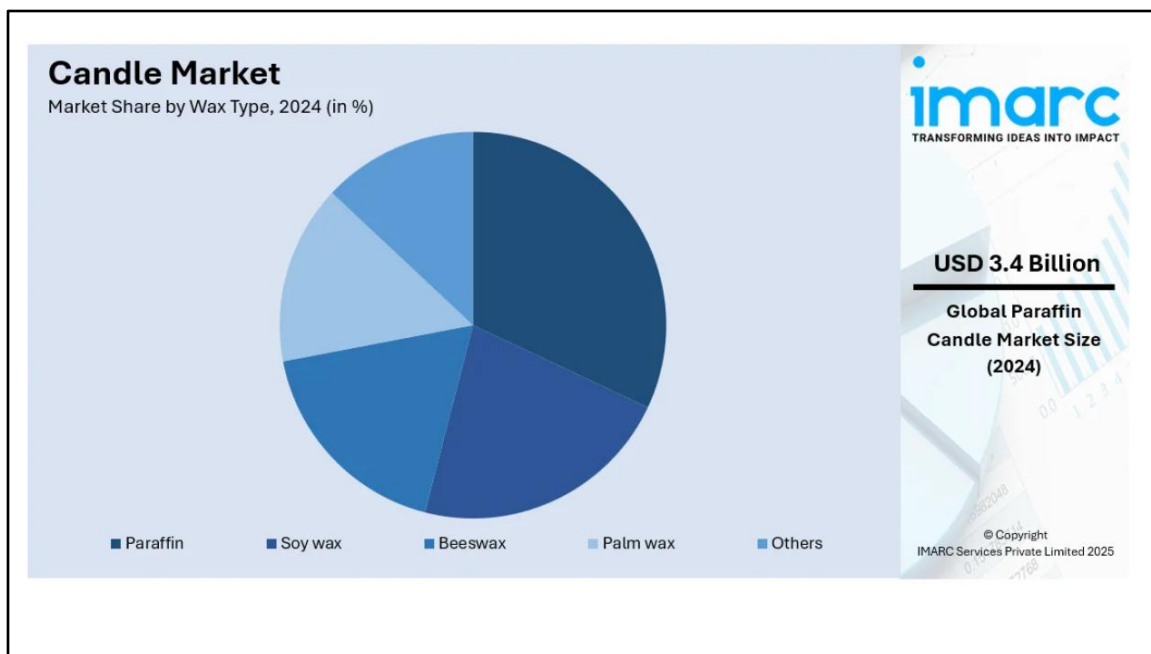
Base: US: 1,967 internet users aged 18+ who shopped online in the past 12 months

Source: Kantar Profiles/Mintel, March 2024

The physical store is back, enchanting customers with memorable experiences aligned with their purpose. With stores still driving over 80% of sales, retailers are finding new ways to ensure the store expresses their brand's values through new experiences. According to the U.S. Census Bureau's Annual Retail Trade Survey released in March 2024, Offline Retail accounted for approximately 65% of total candle sales in the United States in 2023.



As online business grows, retailers are turning to AI to compete with brick and mortar in bringing more personalization to their consumers. AI driven product searches prioritize certain products, meaning brands must ensure all product data is not only accurate but also optimized for AI systems.



Paraffin wax candles accounted for approximately 60% of the global candle market prior to 2023 per NCA. According to IMARC, paraffin candles accounted for a share of about 30% of the global industry in 2024. According to the U.S. Environmental Protection Agency (EPA) report on Sustainable Materials Management published in February 2024, the market for eco-friendly candles grew by 25% in 2023, compared to 15% growth in the overall candle market. Demand for beeswax candles is expected to increase at a rate of 7.5% from 2025 to 2030. As consumers increasingly gravitate toward products with minimal environmental impact, beeswax candles have gained popularity for their sustainable production process. Individuals are increasingly ready to spend more on candles crafted from natural materials such as soy or beeswax, viewed as environmentally friendly and sustainable.

Studies reveal that more than 80% of shoppers are willing to pay more for the eco-friendly option.



Studies reveal that more than 80% of shoppers are willing to pay more for the eco-friendly option, which points to the fact that environmental consciousness is becoming more and more significant in purchasing decisions. This green strategy not only attracts the eco-conscious but also enhances brand image and aligns with worldwide corporate social responsibility initiatives. Also, with rising awareness about self-care and mental well-being, consumers are increasingly spending on home renovations and redecorations, seeking to create cozy environments. A significant driver in the candle industry is the growing preference for online shopping, entertainment at home, and self-care rituals.

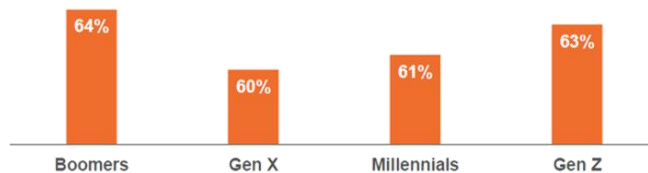
The Role of Branding

62%

of U.S. consumers say they **always buy the same name brands** they know and trust

Younger consumer have a routine with name brands they're loyal to

Despite their reputation for being open to private labels, younger generations can be particular and steadfast in their choice of name brands they choose to purchase.



A high percentage of consumers say they always buy the same name brands. That's particularly true with boomers and Gen Z.

2X emotional connection

Name brands still own the space of “emotional connection” to consumers. In fact, people are nearly twice as likely to associate emotional factors to large name brands compared with private labels.

47%

of U.S. consumers say that **name brands are worth the extra price**

Association to brand type (U.S.):

Emotional drivers of brand choice	Large name brands	Private labels
A brand that I have had a memorable experience with	25%	13%
A brand where people tell their own stories about why they like the brand	22%	11%
A brand that is the most well-known brand in its category	43%	13%
A brand that is more interesting or different than other brands	21%	14%
A brand that I would miss if I didn't use it regularly	26%	15%

Nearly half of consumers feel name brands are worth more. They're making emotionally driven choices on which brand to purchase.

The Role of Licensing

Bath & Body Works uses the associative power of scent to evoke the worlds of Netflix shows



Bath & Body Works Bridgerton collection



Bath & Body Works Emily in Paris collection

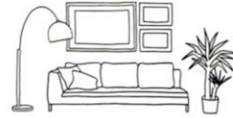


From the humble beginnings of the Betty Crocker candles, there is an increase in licensed product in candles outside the Better Homes and Gardens candles in FDM. Enter the Bridgerton and Emily in Paris lines at BBW. The Bridgerton collection includes scents such as Queen Charlotte's Tea and Danbury Shortbread, In a similar vein, the Emily in Paris collection features notes of champagne, elderberry and lily of the valley. There is a wide array at Goose Creek. These candles tie fragrance to an activity with a much higher level of emotional engagement than what can be achieved with fragrance alone.

HOME

HOW CONSUMERS DESCRIBE THEIR HOME DECORATING STYLE OR STYLES

	2024	2023
CASUAL COMFORT	79%	79%
MODERN/URBAN CHIC	28%	32%
VINTAGE VIBES	20%	N/A
RUSTIC/COTTAGECORE	17%	18%
ELEGANT/FORMAL	16%	19%
COUNTRY	16%	13%
BOHEMIAN	14%	15%
COASTAL	14%	15%
GRANDMILLENNIAL	5%	7%



BY GENERATION	GEN Z	MILLENNIALS	GEN X	BOOMERS
CASUAL COMFORT	76%	77%	81%	80%
MODERN/URBAN CHIC	38%	41%	27%	11%
VINTAGE VIBES	35%	25%	17%	12%
ELEGANT/FORMAL	27%	17%	16%	9%
RUSTIC/COTTAGECORE	17%	28%	12%	14%
BOHEMIAN	17%	18%	12%	10%
COUNTRY	15%	20%	15%	12%
COASTAL	13%	12%	17%	13%
GRANDMILLENNIAL	8%	10%	3%	1%

The numbers tell us casual remains king. Modern has lost ground as vintage rises. Country and costal have landed near the bottom.

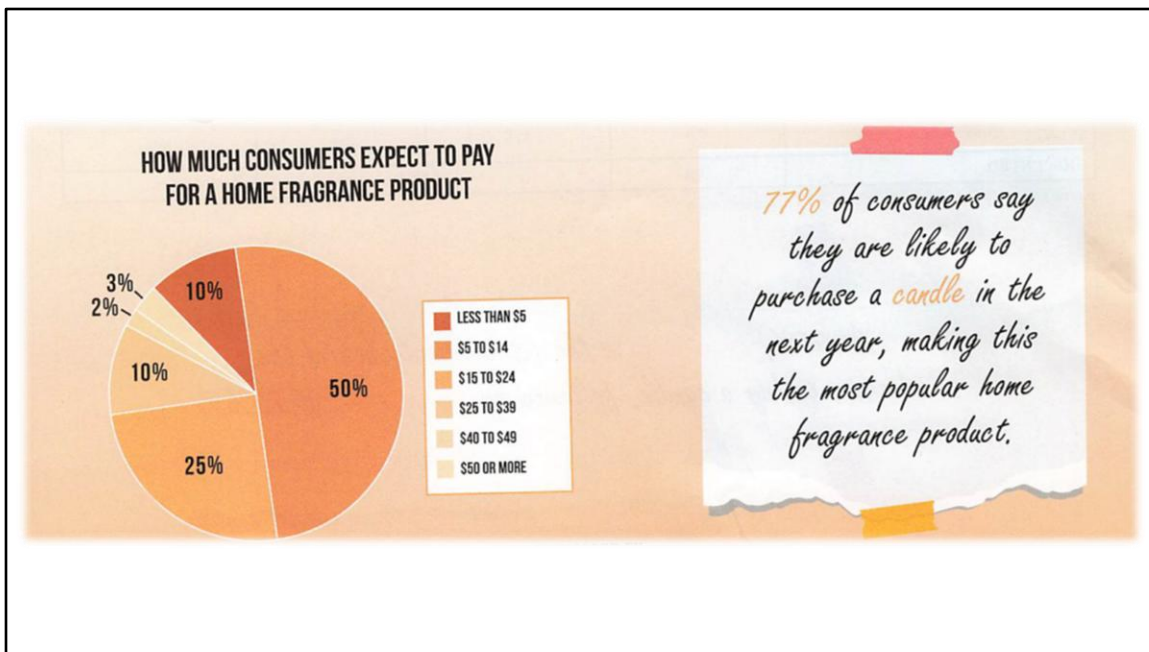
CANDLES

HOME FRAGRANCE PRODUCTS CONSUMERS ARE MOST LIKELY TO BUY IN THE NEXT 12 MONTHS

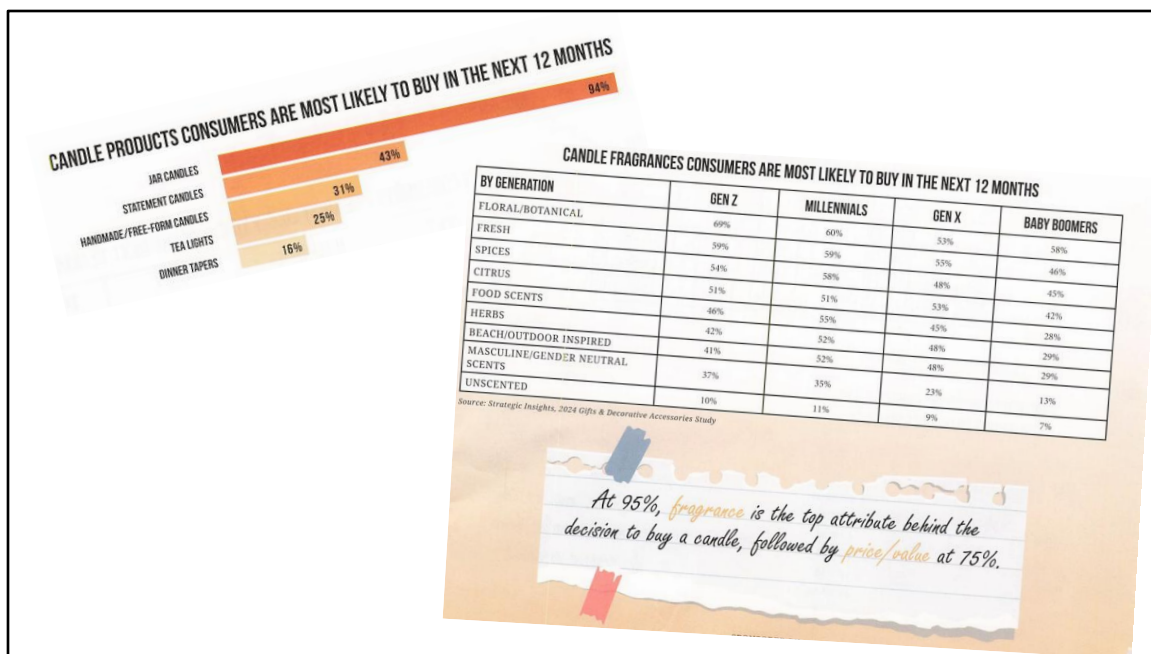
BY GENERATION	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS
CANDLES	85%	86%	77%	62%
FRAGRANCE SPRAYS	67%	64%	61%	53%
ESSENTIAL OILS (DIFFUSER REFILLS)	47%	54%	51%	41%
DIFFUSERS	36%	38%	31%	24%
WAX MELTS	33%	34%	29%	17%
SACHETS/POTPOURRI	10%	23%	15%	13%



It's candles across all age groups. The younger you are the more you lean into sprays.



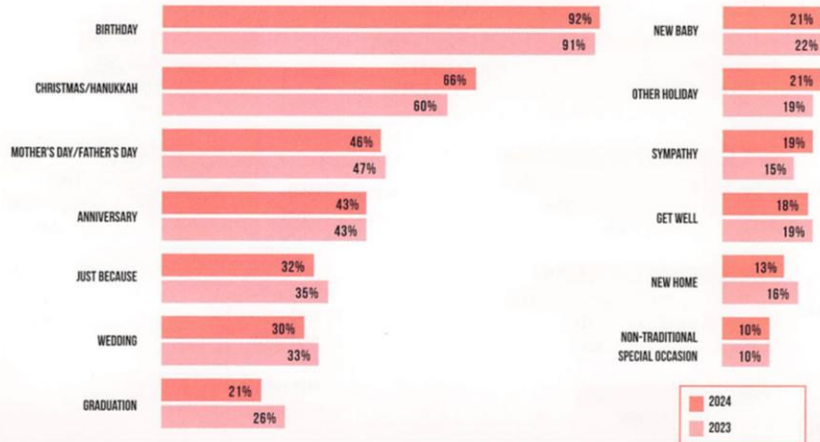
Remember when looking at this statistic that this represents candles across all sizes, types and levels of the market. Still 35% are in the \$15 to \$39 bracket.



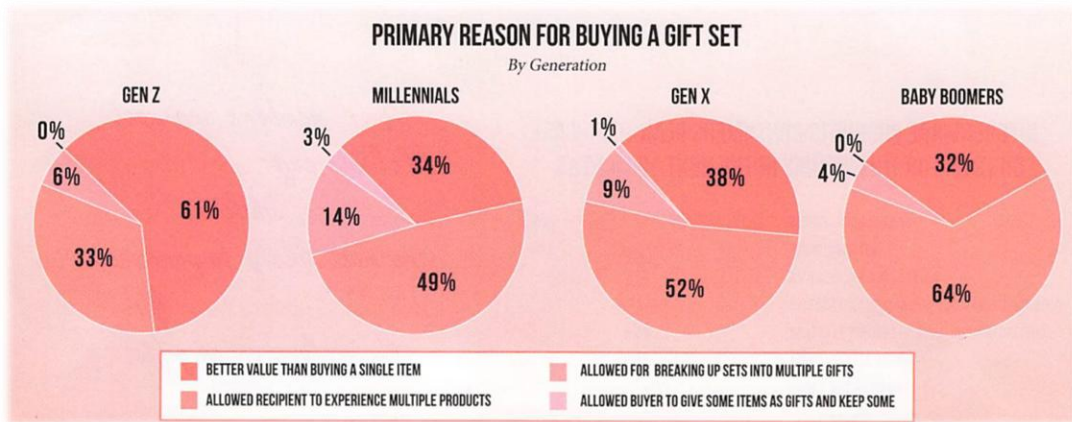
Filled candles continue to rule, with their ability to throw fragrance. Floral scents dominated the luxury candle market in 2024 as consumers seek their mood-boosting qualities. Scents such as rose, lavender and jasmine align with wellness trends by evoking feelings of nature, romance and calm.

GIFTABLES

OCCASIONS CONSUMERS ARE MOST LIKELY TO PURCHASE A GIFT FOR IN THE NEXT 12 MONTHS



No real surprises here. Birthdays win the giftable race, followed by Christmas and Mother's Day. Christmas gained ground while Mother's Day lost a little over the past year.



Gift Sets have always had their place, but in candles we see them more frequently in recent years. Sampler sets are popular as well as sets that combine personal care and a candle.

HOLIDAY

HOLIDAYS AND SEASONS CONSUMERS PLAN TO BUY HOME DÉCOR FOR IN THE NEXT 12 MONTHS

BY GENERATION	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS
CHRISTMAS	85%	77%	75%	75%
HALLOWEEN	54%	58%	44%	32%
FALL	42%	41%	34%	30%
WINTER	40%	34%	22%	17%
THANKSGIVING	38%	48%	41%	42%
SPRING	31%	30%	22%	27%
EASTER	27%	29%	23%	27%
NEW YEAR'S	26%	28%	19%	15%
VALENTINE'S DAY	22%	19%	13%	15%
4TH OF JULY/PATRIOTIC HOLIDAYS	21%	25%	19%	21%
SUMMER	19%	27%	20%	26%
ST. PATRICK'S DAY	13%	15%	7%	9%
PASSOVER	6%	6%	4%	3%
HANUKKAH	5%	11%	7%	6%

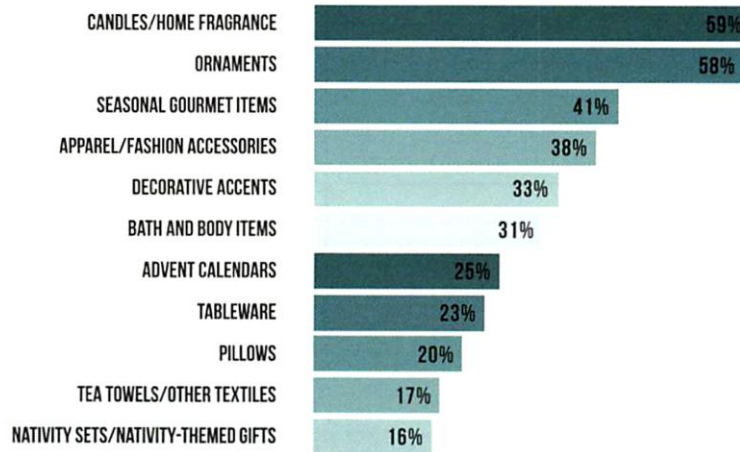
Why do we decorate? Halloween has steadily risen to the number two spot, powered by the younger generations. Better for candles are the other four top contenders. If you compare boomers to Z's, there are some notable differences.

CONSUMERS' PLANNED SPENDING ON HOLIDAY DÉCOR OVER THE NEXT YEAR

	NOTHING	\$1 TO \$25	\$26 TO \$50	\$51 TO \$100	MORE THAN \$100
WINTER/CHRISTMAS	17%	14%	21%	23%	25%
FALL/THANKSGIVING	31%	21%	24%	13%	11%
HALLOWEEN	36%	20%	21%	13%	10%
SPRING/EASTER	42%	21%	18%	11%	8%
SUMMER/PATRIOTIC HOLIDAYS	46%	19%	17%	11%	7%

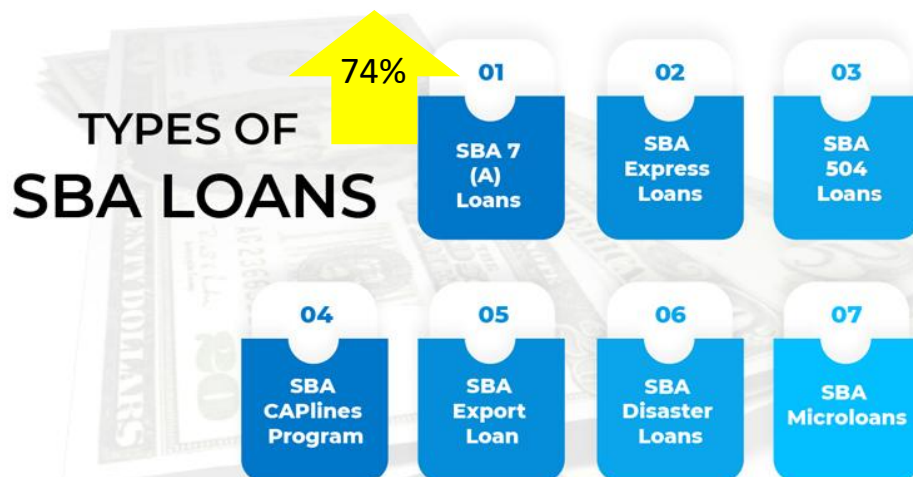
Spending on seasonal decor has about a \$35 average.

CHRISTMAS CATEGORIES CONSUMERS ARE PLANNING TO BUY THIS YEAR



It's great to see that yet again candles trump all on seasonal buying intent.

Reason to be Optimistic or Pessimistic?



On the optimistic front, small business is growing. On April 17, SBA [announced](#) a surge in manufacturing loans during the first 90 days of the Trump administration, citing an increase of 74% compared to the same period during the Biden administration. According to the agency, “SBA has approved over 1,120 7(a) loans for manufacturers with a total loan volume of \$677 million” since Jan. 20.



And of course on the disrupting side, we have tariffs. The number of freight vessels scheduled to arrive at the Port of Los Angeles is on track to be down 33% year-over-year for the week ending May 10. The National Retail Federation [expects imports to drop](#) by 20% in the second half of the year if the tariffs continue at their current rate. "They're making their holiday buying decisions now," said Jonathan Gold, vice president of supply chain and customs policy for the National Retail Federation. "It's a challenge for folks to figure out how to properly order and price with all the uncertainty that's out there on the tariffs."



“You have an eight-week period where volumes are going to crash before they can even come back up, and that’s if things return to normal,” said Dean Croke, principal analyst at DAT Freight and Analytics. “All this comes at a time of the year when volumes really should start to increase.”

Even if the US were to reduce the tariffs, the disruption caused to the supply chain could take weeks or months to unravel, given the time it takes for ships to cross the Pacific and for the other pieces of the supply chain to snap back into place. He said the reduced flow of imports into the port will have a trickle-down effect on the rest of the shipping industry.



“It may take well into the second half of this year before truckload volumes recover,” Croke said. “Even if everything went back to normal now.”

Trucks that were hauling goods out of the port will now shift elsewhere, flooding the trucking market with excess capacity and driving down the rates truckers get paid to haul their goods. That drop-off in demand for drivers, along with a slowdown in other areas of the economy, like manufacturing and homebuilding, could cause truckers to leave the industry and contribute to a shortage of drivers later. Trucking companies are largely comprised of small businesses – over 95% of trucking companies have 5 trucks or fewer and it is harder for these small businesses to bear the brunt of the impact of tariffs.



Okay, maybe not just yet, but it is the time to stay tuned in to the industry numbers and adjust accordingly.



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