

# Illuminating Tomorrow

*Candle Trends & Consumer Insights*  
BRIDGING CONNECTION & INNOVATION



# The Aspirational Gap:

*The distance between wanting more and living less*

**INFORMATION OVERLOAD:** Consumers Are Bombarded With Conflicting Advice. The Noise Creates Decision Fatigue, Not Empowerment.

**UNREALISTIC EXPECTATIONS:** Social Media Platforms Flood Consumers With Curated Lifestyles. In Reality, These Polished Snapshots Don't Account For Financial Constraints, Emotional Burnout, Or Time Scarcity.

**PERFORMATIVE WELLNESS:** Wellness And “Self-care” Have Become Cultural Currencies. Consumers Are Chasing Identity-building Through Brands Rather Than Connection-building With Themselves.

**ACCESS VS. ATTAINABILITY:** The Industry Continues To Churn Out Products That Promise Transformation, But The Average Consumer Struggles To Keep Up.

### Health & Vitality



The Global Wellness Economy  
Reaches a New Peak of \$6.3  
Trillion & Is Forecast to Hit  
\$9 Trillion by 2028

### Finances



Concerns over the US economy  
heading towards a recession are  
rising.

### Wellbeing



As stress levels reach an all time  
high, how can consumers center,  
refocus and take better care of  
themselves holistically.



# \$4.9 TRILLION

The U.S. Healthcare industry is a significant component of the nation's economy in 2023, accounting for 17.6% of the gross domestic product (GDP).

<https://www.Cms.Gov/national-health-expenditure-data>



## Health & Vitality

*#1 Consumer Priority*

# 1 BILLION

More than 1 billion people are now living with obesity

WORLD HEALTH ORGANIZATION



# Finances

*#2 Consumer Priority*

## 62%

Federal Reserve data shows a growing number of households are exposed to and invested in the stock market

-FEDERAL RESERVE

## 61%

Gen Z globally say **buying a house** would be **hard or even impossible** given their finances

- DELOITTE GEN Z & MILLENNIAL SURVEY





# Mental Wellbeing

*#3 Consumer Priority*

## COMMUNICATION & SUPPORT

- Awareness campaigns
- Educational programs
- Community-based support
- Early Intervention
- Screening programs
- Youth mental health initiatives
- Telehealth services
- Community mental health centers
- Crisis hotlines
- Safeguarding measures
- Employee assistance programs
- Stress management training
- Flexible work arrangements



1 in 4

Nearly 1 in 4 adults across the world  
have reported feeling loneliness

- Meta-gallup Survey



# Mental Wellbeing

*#3 Consumer Priority*

45%

Nearly half of global consumers report  
having “wellbeing burnout” – meaning  
they’re experiencing burnout while trying  
to achieve physical, social, or mental  
wellness

- Lululemon, 2024 Global Wellbeing Report

# The Power of Scent





# The Power of Scent

*Fragrance has Become the Great Healer*

Reflects the growing recognition and the power of scent to positively impact mood, memory, and overall well-being. Fragrances are being used for emotional healing and self-care.

The question moving forward will be – how can scent be used to ease consumer stress, fears and anxieties?

How can it begin to heal us to find happiness and joy again?



# The Consumer Collectives



**SOCIAL  
SEEKERS**



**GROUND  
REALISTS**



**HEALTHY  
HEROES**



**BRAVE  
EXPLORERS**

Which collective  
do you identify  
with...



*Social Seekers*

*Grounded Realists*

*Healthy Heroes*

*Brave Explorers*



# Social Seekers





# Profile

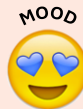
*Connection-Driven • Conscious • Joy-Focused*

## **BENEFITS**

- Boosts Confidence
- Mood Uplifting
- Scent As A Connector
- Scent To Recenter & Balance
- Tribe-ready

## **ATTRIBUTES**

- Seek inclusive, community-focused experiences
- Choose products that reflect their values (ethical, sustainable, socially aware)
- Prioritize mental wellness and emotional balance
- Gravitate toward joy, optimism, and real-life connection over perfection



**Seeking deeper more emotional connections. Want products that help them feel confident.**





# Emotional Comforts

SUMMER MOON  
x WILD SUSAN  
MOON MILK CANDLE



AEMBR  
SUNDAY MORNING  
CARTOONS



ANTICA FARMACISTA  
WARM WHITE



# Cross Category Coordination

*36% of US consumers ages 35-44 are interested in air fresheners that complement the fragrance of their fabric & cleaning products. -Mintel*

**FINE'RY** enters home fragrance

**ILLUME** expands into bath & body

**CAPRI BLUE** launches new beauty care collection in volcano, coconut santal & Havana vanilla



dsm-firmenich | Agilex

Social Seekers

# Affordable Luxury

## GOOSE CREEK SMELLS LIKE LUXURY COLLECTION

Inspired by trending fragrances

## HOTEL INSPIRED SCENTS

Expansion made exclusively for  
JW Marriott by Flamingo Estate

## FEBREZE VANILLA SUEDE 2025 SCENT OF THE YEAR

The soothing, luxurious scent was inspired by  
the desire to retreat—people want to slow  
down and take it easy at home



# Intensity & Strength

## TRIED & TRUE

Bath & Body Works

Mahogany Teakwood Intense

## NEW

Threshold High Intensity Collection

Charcoal & Black Teakwood

## P.F. CANDLE CO. SCENT THROW SCALE

Strong, Moderate, Subtle



Social Seekers

# Member Exclusive

## COMMODITY.CIRCLE

Typically a NYC Store-Exclusive, these members-only hand-filled soy wax candles are crafted with clean ingredients and feature sleek, reusable hexagonal vessels offering a new way to experience fan-favorite scents.

## THE NEW SAVANT

Opened their site exclusively to their community text list first, giving them priority access to shop their newest fragrance.

Join by texting SAVANT to 855-749-2311



WE'LL BE RIGHT BACK

Our store is currently closed to the public while our community enjoys early access to our new scent, Architect's Daughter.



EARLY SHOPPING STARTS 11/15 @ 12pm ET


See you back here on 11/15 @ 8pm ET when we reopen to everyone!



In the meantime, drop your email below so you don't miss another early shopping event

Email address

SUBMIT

Share:  



# Young Men

Typically, a NYC Store-Exclusive, Commodity's candles are now available online to **COMMODITY.CIRCLE** members.

These members-only exclusive, hand-filled soy wax candles are crafted with clean ingredients and feature sleek, reusable hexagonal vessels offering a new way to experience fan-favorite scents.



# Grounded Realist



# Profile

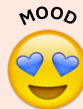
*Practical • Reassurance-Seeking • Home-Centered*

## **BENEFITS**

- Reinforces Cleanliness
- Long Lasting Efficaciousness
- Mood-Stabilizing
- Enhances Routine
- Feel-Good Functionality

## **ATTRIBUTES**

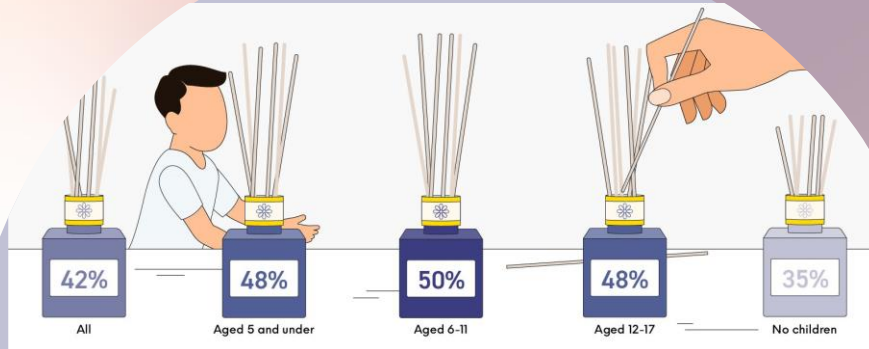
- Value quality, efficacy, and practicality
- Prioritize a clean, comforting home environment
- Seek reassurance and visible results from products
- Pay close attention to both home & personal appearance
- Often guided by price and performance



**Clean equals safe.  
Chooses stress-relieving,  
multifunctional products  
and brands.**



# Mood Boosting



## HAPPY WAX

One of the few wax melt brands that directly links to improved mood. Meticulously crafted to uplift your mood and invigorate your senses. Happiness Guaranteed.

## PARENTS SEEK MOOD BOOSTING BENEFITS

50% of parents of children aged 6-11 use air care products for health & wellness benefits

**49% OF CONSUMERS** use air care products more often to improve their moods -MINTEL



# Odor Control

Consumer perception of air care varies greatly by format

- Air fresheners are most associated with odor control
- Scented candles have the greatest link to luxury and mood enhancement.

Candle makers have an opportunity to incorporate odor neutralizing properties into their products.

Odor control is consumers' top air care goal, with 55% citing this as a reason for increasing their purchases. -*MINTEL*





# Clean Signals

## DW HOME CLEAN & SERENE

Bring home the clean and serene feeling of a spring refresh.  
*Sparkling Ozone, Clean Jasmine, Soft Cyclamen*

## GOOSE CREEK CLEAN HOUSE CITRUS

A fresh citrus that captures the joy of a clean home on a spring day.

*Fresh Citrus, Crisp Eucalyptus & Sea Salt Woods*

## BBW CLEAN HOUSE VIBES – SPARKLING BUBBLES

Your home is finally clean and you can fully relax.

*Luminous Soap Suds, Lemon Water And Sheer Lotus*



# Healthy Heroes



# Profile

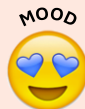
*Eco Conscious • Safety • Solutions Driven*

## BENEFITS

- Family-safe, non-toxic protection
- Promotes a clean, healthy space
- Spotlight on Hero Ingredients
- Minimizes environmental impact: (low carbon footprint, sustainable packaging)
- Pet-safe and planet-friendly without compromising performance

## ATTRIBUTES

- Committed to holistic health—for themselves, their families, and the planet
- Consciously seek products with eco-credentials
- Motivated by long-term wellness over quick fixes
- Budget-aware, yet willing to pay more for better products
- Brand-loyal once trust is established



**Natural ingredients  
connects them with  
nature.  
Delivers freshness, and  
naturalness.**



# Air Purification

While candles are traditionally associated with mood enhancement and luxury, there is a growing opportunity to market them for their air-purifying capabilities, particularly when they incorporate natural and botanical ingredients. This aligns with consumer desires for products that offer both emotional and functional benefits

## ATTITUDE

Hypoallergenic Air Purifier with Activated Carbon Filter, Lavender & Eucalyptus



# Waste Free

## **CANDELLA** Sand Candles

Sustainable, waste-free lighting that makes a lasting impact

Every purchase helps provide clean and safe water to those in need in partnership with The Water Project

*Only 8% of candle containers get recycled*





# Plastic Free

## AMEN CANDLES

Eco-friendly Luxury Brand from Paris

Since its inception in 2020, Amen has taken off globally, with its distinct vision of candles as an art form resonating with consumers worldwide.

*“We believe in a world without plastics and our mushrooms carbon negative packaging is our manifesto.”*



# Nature & Fragrance

*Drawing inspiration from the essence of nature—earthy, botanical fragrances are having a moment.. Scents with moss, vetiver, wildflowers, and sea salt evoke outdoor tranquility and offer a grounding experience.*



## APOTHEKE

### GARDEN COLLECTION

**TOMATO TARRAGON** – Green Herbal

**HOLY BASIL & ROSEWATER** – Floral Green

**NEROLI CITRONELLA** – Citrus Floral

## WOODWICK®

### PRECIOUS METALS COLLECTION:

*A Tribute to Nature's Rarest Elements*

Sparkling Pomelo, Marine Amber, Volcanic Orris,  
Shimmering Spice, Rosa D'Oro, Candescent Coast,  
Melanite Mist, Cypress Ore



# Brave Explorers





# Profile

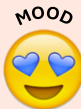
*Trend-Driven • Future-Forward • Fearlessly Curious*

## BENEFITS

- Futuristic formats that fuel experience
- Smart, customized solutions with proven efficacy
- Beauty & wellness routines powered by innovation
- Fragrance that transforms their environment and identity

## ATTRIBUTES

- Early adopters who embrace change and lead trends
- Younger, higher-income consumers attuned to societal and environmental transformation
- Drawn to experimentation and newness across categories
- Want products that look, feel, and perform differently—backed by science and designed for them



**Boldness, curiosity & constant evolution.  
Happy, adventurous,  
seeking new & novel.**



# Functional Fragrances

## THE LAB CO.

### *Natural Science Meets Functional Fragrance*

A functional fragrance goes beyond merely smelling pleasant. Crafted with purpose, it combines carefully selected essential oils to provide specific emotional and/or physiological benefits. Whether it's alleviating stress, boosting energy, or enhancing relaxation, functional fragrances in our eco friendly candles are about making your environment work for you—physically and emotionally.

Functional Fragrances – Relaxing, Refreshing, Energizing, Soothing



**RELAXING FUNCTIONAL  
FRAGRANCES NOTES:**  
COTTON, LAVENDER, JASMINE



# Endless Layering & Digital Activation

## PARFUMS DE MARLY HOME DIFFUSER, \$395

Handcrafted oakwood diffuser with a silent fan offering impeccable distribution of fragrance.

Play with an array of Parfums de Marly scents through an endless layering for a personalized sensory experience.

Control the intensity of the diffusion through touch screen displays and a propriety mobile application, allowing you to tailor the ambiance to your desires with effortless elegance.



# Rare Ingredients

## AEMBR CLOUDBERRY CANDLE

The Ultra-Rare Norwegian Cloudberry

Indulge in the rare and ultra-unique flavor of wild-grown cloudberries, found on Norway's tundra or even on the roadside. This elusive fruit, a cross between cranberries, raspberries, and red currants, can only be foraged with great luck.

The Rarest Berry

New arrival

Cloudberry captures the essence of this delicacy with notes of fruity cloudberry, fir balsam, and rich beeswax, accented by the warmth of burning embers.



RELAXING FUNCTIONAL  
FRAGRANCES NOTES:  
COTTON, LAVENDER, JASMINE

# Unique Creations

## VOSK

Add some whimsy to your life with this handmade vegan, eco-friendly palm wax candle with a delicious brandy cherry aroma with hints of raspberry and vanilla. Each candle is unique, just like you. Light up your space with this one-of-a-kind creation!

*"Our goal is to provide cool, eco-friendly, high-quality products to decorate an interior and fill the room with a pleasant aroma."*

### YELLOW KNOT CANDLE

BRANDY CHERRY

SIZE: 5 INCHES, 1LB

\$79.90





# The Consumer Collectives



**SOCIAL  
SEEKERS**



**GROUND  
REALISTS**



**HEALTHY  
HEROES**



**BRAVE  
EXPLORERS**

Which collective  
do you aspire  
to be...



*Social Seekers*

*Grounded Realists*

*Healthy Heroes*

*Brave Explorers*





# Consumers Want More

*Home Fragrance*

PERFORMANCE



NOTICEABILITY



PREMIUMIZATION



PERSONALIZATION



SUSTAINABILITY



MORE FUNCTIONALITY | MORE SENSORIALITY | MORE CUSTOMIZATION | MORE SUSTAINABLE DESIGN



# Illuminating Tomorrow

# THANK YOU

*Candle Trends & Consumer Insights*  
BRIDGING CONNECTION & INNOVATION