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The Candle Market in Latin America: A Bright Future

Trends, Habits, and Challenges

By: Pedro Jose Pacheco

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Consumption Habits: A Diverse Landscape



Devotion and Rituals

- Candles for spiritual purposes purposes (Día de Muertos in Mexico, Día de las Velitas in Colombia, Semana Santa in LATAM).
- Lit during important events events (Baptisms, First Communion)
- Simple, low-cost options.



Relaxation and Aromatherapy

- Wellness and self-care routines
- Premium scents and ingredients
- Gift-giving and collecting.



Demand for Premium Candles

- Increased during holidays
- Christmas, Valentine's and Mother's Day
- Seen as meaningful gifts.





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Latin-American Insights

Entrepreneurs

New trend in LATAM: Many entrepreneurs are choosing to produce candles at home, with a marketing focus on social media, and are competing with large factories.

Power outages:

The region's weather variations and deficient hydroelectric infrastructure lead to frequent power outages, which in turn increase the demand for candle consumption.

Free Trade Agreement:

China is increasingly entering the region through free trade agreements, and candles will no longer be subject to tariff duties. This will pose a challenge for the industry to remain competitive.

Government regulations:

Each country has its own customs regulations, which makes negotiations between countries more challenging. This contrasts with countries in the European Union, for example.





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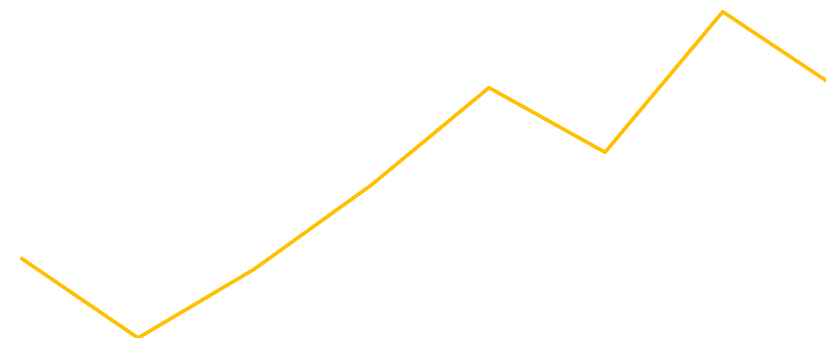
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Candle and Paraffin Imports in Latin America

Metric Tons



Source: SICEX / SISDUAN



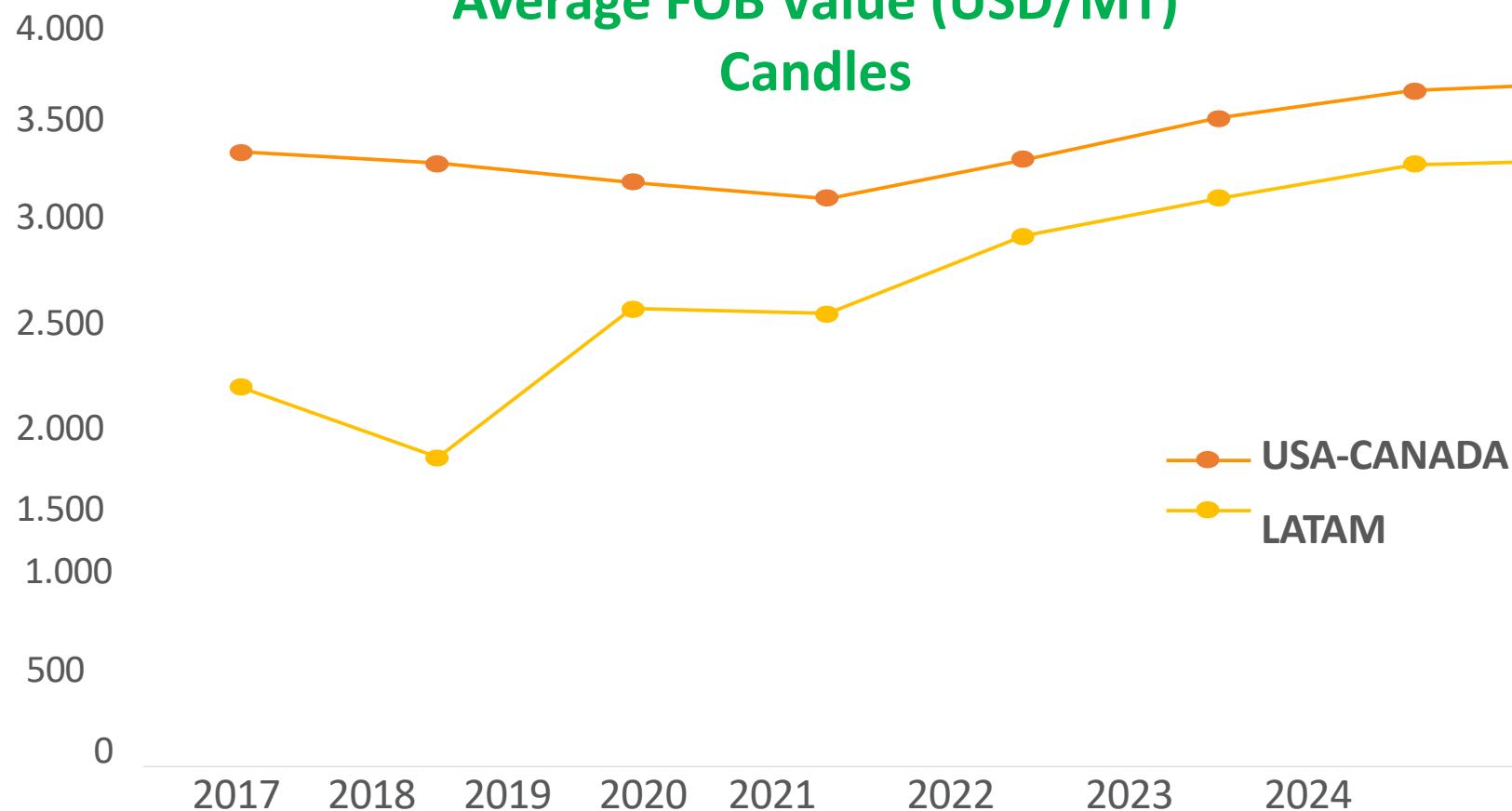


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Average FOB Value (USD/MT) Candles



Source: SICEX / SISDUAN





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Challenges in the Industry



Rising Costs

Wax, oils, and containers are more expensive. High dependency on dependency on imports increases shipping costs.



Informal Market

Unregulated production leads to price wars. This causes consumer safety concerns.



Lack of Innovation

Traditional producers struggle with trends. There is low investment investment in design and marketing.





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Overcoming Obstacles Through Education

1 Consumer Education

Education

Awareness about candle safety is key. key. Teach about sustainability and value. Emphasize branding and storytelling.

3 Safe Practices

Highlight safety benefits for consumers. Educate consumers consumers about the products. products.



2 Value Proposition

Communicate candle benefits. Highlight safety and eco-friendly options. Enhance brand messaging. messaging.

4 ALAFAVE Congress

Attending ALAFAVE conferences is essential for networking and knowledge knowledge sharing among industry





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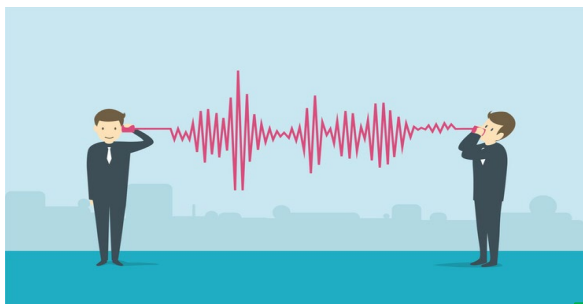
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Overcoming Obstacles Through Education



1 Embrace Innovation



2 Listen to Consumers



3 Collaborate Regionally





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A CANDLE LOSES NOTHING ...



... BY LIGHTING ANOTHER CANDLE



*Latin American candle industry has a
unique soul.
Thank you for being part of this light!*





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Thanks

