Scented Candles Market Research Report - Global Forecast till 2024

Description:

Global Scented Candles Market Research Report: Information by Product Type (Synthetic Wax, Paraffin Wax, Vegetable Wax, and Animal Wax), by Category (Mass and Premium), by Distribution Channel (Store-Based and Non-Store-Based), and Region—Forecast till 2024

Market Scenario
Scented candles are used to remove the unpleasant odors from one's surroundings. Generally, plant extracts/essential oils or fragrant chemicals are used to infuse fragrance in scented candles. The global scented candles market size is estimated to reach USD 4.22 billion and record a CAGR of 5.80% by the end of 2024.

The global scented candles market is anticipated to be driven by several factors. One of the significant reasons for the growth of the scented candles market is the rising use of their use as a home care product. Increasing per capita disposable incomes of consumers have affected consumer spending behavior. Consumers are more likely to spend on home furnishings, such as candles, which is expected to drive the demand for scented candles. Scented candles also find widespread application in aromatherapy.

Segmentation
The global scented candles market has been segmented based on product type, category, distribution channel, and region.

The global scented candles market has been classified, based on product type, as synthetic wax, paraffin wax, vegetable wax, and animal wax.

The global scented candles market has been categorized, based on category, as mass, premium.

The global scented candles market has been bifurcated, based on distribution channel, into store-based and non-store-based. Store-based distribution channel has been further segmented into supermarkets & hypermarkets, convenience stores, and others.

The global scented candles market has been analyzed for four key regions—North America, Europe, Asia-Pacific, and the rest of the world. The North American scented candles market has further been segmented into the US, Canada, and Mexico.

The European scented candles market has been classified as the UK, Germany, France, Italy, Spain, and the rest of Europe.

The scented candles market in Asia-Pacific has been divided into China, India, Japan, Australia and New Zealand, and the rest of Asia-Pacific. The scented candles market in the rest of the world has been segmented into South America, the Middle East, and Africa.

Key Players
Reckitt Benckiser Group plc (UK), The Procter & Gamble Company (US), L Brands, Inc. (US), Newell Brands (US), Conscious Candle Company (Australia), Bolsius International BV (Netherlands), Welburn Candles Pvt Ltd (India), Colonial Candle (US), Brandt Kaarsen (US), The Yankee Candle Company (US), S.C. Johnson & Son, Inc. (US), BeCandle (Hong Kong), Empire Candle Co., LLC (US), Zhong Nam Industrial (International) Co., Ltd. (Hong Kong), and Candle-lite (US) are some of the key players in the global scented candles market.

Regional Market Summary
Global Scented Candles Market Share (%), by Region, 2018
Among the regions, North America has accounted for the significant market proportion of 32% in global scented candles market in 2018. The growth for the scented candles market in North America is anticipated to be driven by several factors. One of the significant factors for the rising growth of scented candles is the rising usage of aromatherapy, home décor, stress reduction, and relaxation among the consumers. Among North America, the US is estimated to retain its dominance throughout the forecast period of 2019-2024 and projected to witness a moderate growth rate during the forecast period. However, Canada is expected to witness the highest growth rate during the forecast period. Europe is also expected to account for the significant market proportion throughout the forecast period of 2019-2024. In Europe, both consumption and import of scented candles have been on the rise due to the growing popularity of scented candles as a decorative accessory over functional use. Poland is the largest scented candle suppliers in the region. Asia-Pacific region is projected to witness the highest growth rate during the forecast period of 2019-2024.

### Global Scented Candles Market, by Product Type
- Synthetic Wax
- Paraffin Wax
- Vegetable Wax
- Animal Wax

### Global Scented Candles Market, by Category
- Mass
- Premium

### Global Scented Candles Market, by Distribution Channel
- Store-based
  - Supermarkets & Hypermarkets
  - Convenience Stores
  - Others
- Non-store based

### Global Scented Candles Market, by Region
- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - France
  - Italy
  - Spain
  - UK
  - Rest of Europe
- Asia-Pacific
  - Japan
  - China
  - India
  - Australia and New Zealand
  - Rest of Asia-Pacific
- Rest of the World (RoW)
  - South America
  - Middle East
  - Africa

### Intended Audience
- Candles manufacturers
- Scented candles manufacturers
- Fragrances manufacturers
- Aromatherapy providers
- Retailers, wholesalers
- Traders, exporters, and importers
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