

In The Air



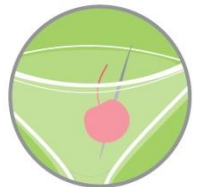
NATIONAL CANDLE ASSOCIATION

May 11, 2017

Amy Marks-McGee

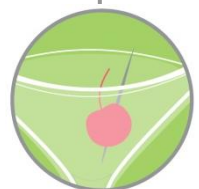


trendincite



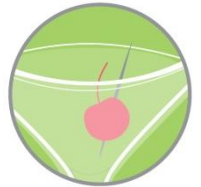
agenda

- Numbers at a Glance
 - home fragrance facts & figures
- Candle & Air Care Trends
 - Market Activity
 - store openings, multi-layering & scent control, quell the smell
 - Pop Culture
 - foodie, celebrity side, fashionable
 - Packaging
 - marbled, it's a wrap, piece of art, accessorize, re-candle
 - Alternative Applications
 - crossover, skin & fabric
 - High-tech
 - at your service, fragrant devices, smart apps



“With a candle, the room
is wearing the fragrance.”

- Jan Ahlgren, Vilhelm Parfumerie Candles



facts and figures

According to Karen Grant (NPD),
about 90% of U.S. consumers use
scented products.

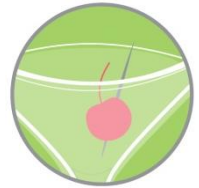
- GCI magazine.com 2/2/17

“Home scents contributed over one-quarter of fragrance gains, with notable growth coming from diffusers (19%), candles (16%), home ancillaries gift sets (75%), and other home ancillaries (21%),”
according to NPD.

-NPD.com 2/7/17

According to data from
Scentiments, an NPD consumer
insights program, **“nearly 50% of all home scent users use home scent ‘to create an inviting / comfortable atmosphere.’ 84 % of women use scented home products and are more likely to increase home scent usage when guests are expected, and men do this as well, though to a lesser degree.”**

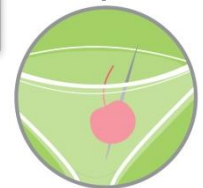
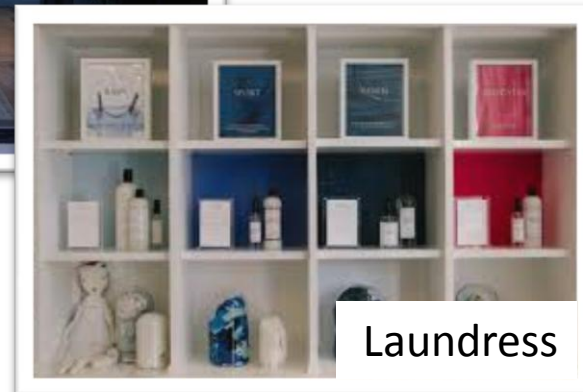
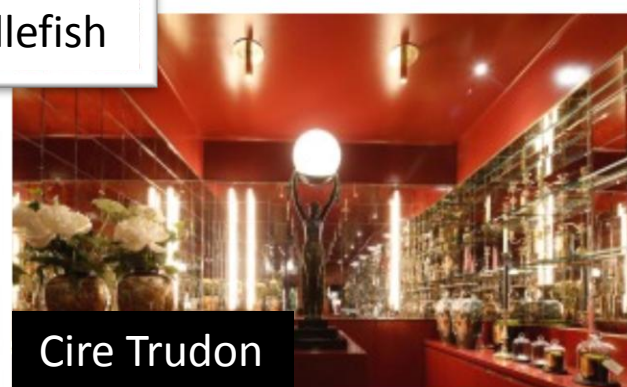
- NPD.com 11/14/16



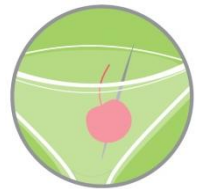
MARKET ACTIVITY



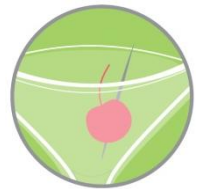
store openings



multi-layering & scent control



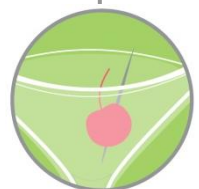
quell the smell



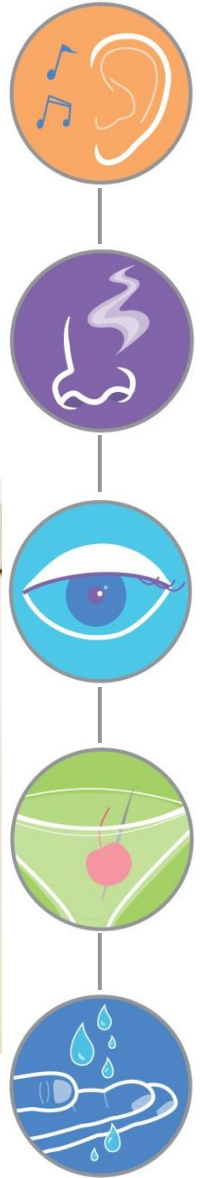
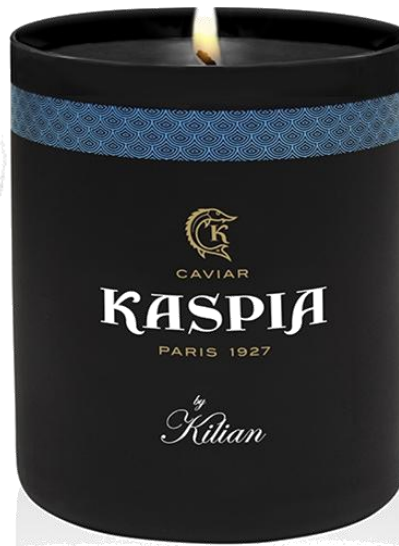
POP CULTURE



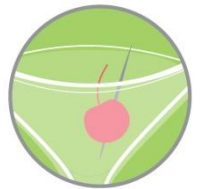
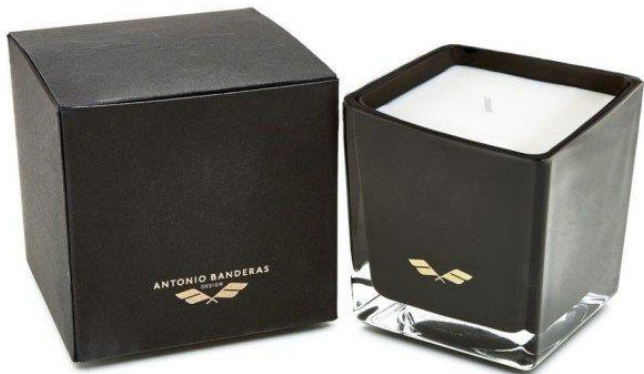
pop culture



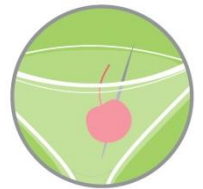
foodie



celebrity side



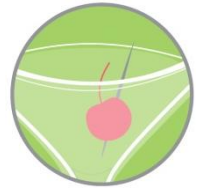
fashionable



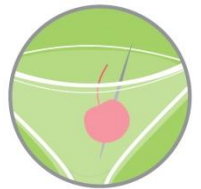
PACKAGING



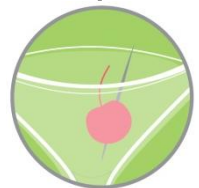
marbled



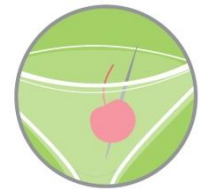
it's a wrap



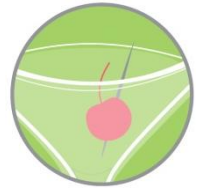
piece of art



accessorize



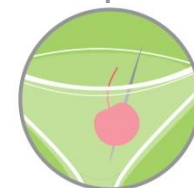
re-candle



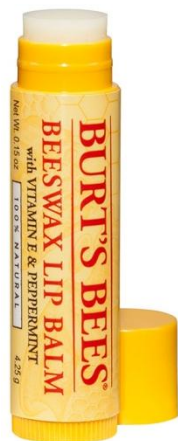
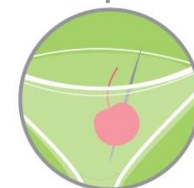
ALTERNATIVE APPLICATIONS



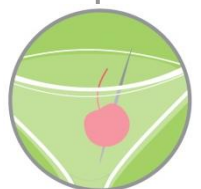
crossover



crossover



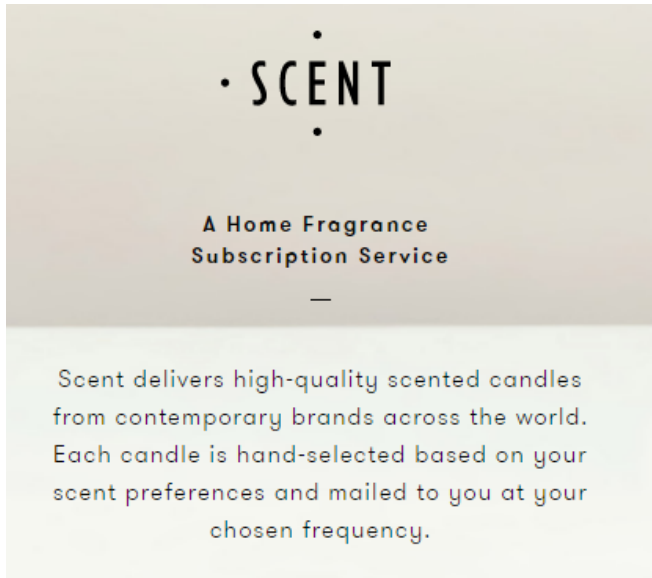
skin & fabric



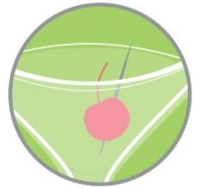
HIGH-TECH



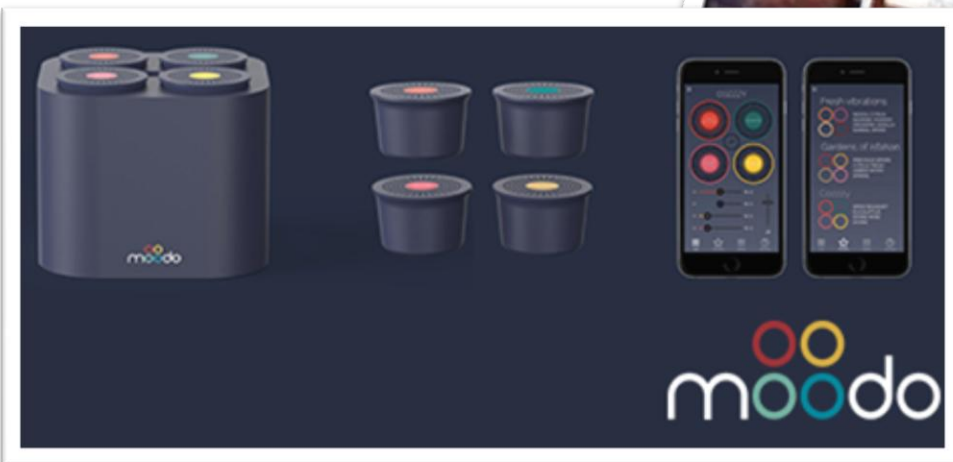
at your service



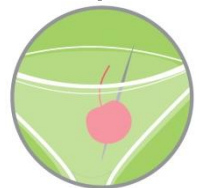
fragrant devices



smart apps



summary





thank you!

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