



Yankee Candle's Outdoor Collection features decorative containers that are designed to withstand outdoor elements and the candles are made with a higher melting point wax and large wicks. Sparkling Lemongrass shown; courtesy of Yankee Candle.



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Forward Thinking: Candle Scent Trends & Seasonal Staples

This month's column digs into recent scent trends and collaborations in the growing candle industry.

According to Globe Newswire Reports^a, the global candle market size is projected to reach \$13.72 billion by 2026, up from \$8.38 billion in 2018, at a CAGR of 6.3% between 2019-2026. *Perfumer & Flavorist*^{+s}^b "Forward Thinking: A Scented Home" article, which appeared in the September 2020 edition, explored candles and air care activity. Candles and air care are seasonal. During spring and summer months, juicy fruits and fragrant florals are mainstays, outdoor candle introductions gain traction and warm scents launch for fall. In addition, comfort food, self-care and collaborations inspire novel candle launches.

^awww.globenewswire.com/en/news-release/2019/09/18/1917345/0/en/Global-Candle-Market-Will-Reach-Over-USD-13-72-Billion-By-2026-Zion-Market-Research.html

^bPage 22; https://perfumerflavorist.texterity.com/perfumerflavorist/september_2020

Fruits & Flowers

Watermelon and green tea are on-trend ingredients, while themed seasonal candle collections are popular. Two examples being Bath & Body Works' freshly added Basil Green Tea and Iced Dragonfruit Tea, as well as PartyLite's newly released Green Tea, that is described as, "Steamed matcha green tea topped with peppermint leaves muddled with delicate pear blossoms, violet and sheer jasmine petals."

P.F. Candle Co. dropped Watermelon & Chili, a limited-edition fragrance that combines watermelon, summer grass, dried chili and lime. For the summer, PartyLite launched Watermelon, Blueberry Lemonade and Banana Coconut scents. The Banana Coconut description reads, "Sweetened coconut milk, fresh banana and vanilla essence are whipped into a frothy, tropical scent that puts you in a summer state of mind." In addition, PartyLite released White Rose and Cherry Blossom variants.

Falling for Warm Scents

This year, cedarwood, sandalwood and suede are trendy ingredients. PartyLite added two warm scents to its portfolio. Pumpkin Brandy is a blend of vanilla cream, wild blueberry, pumpkin, cardamom and apricot, while Sandalwood combines cardamom, saffron, white jasmine, and black iris and sandalwood. WoodWick rolled out several woody and sophisticated scents. The Autumn Embers Trilogy candle features three fragrance layers, Smoked Walnut and Maple, Evening Bonfire and Wood Smoke. Smoked Walnut and Maple is also sold as an individual scent, described as, "An indulgent combination of smoked woods and charred nuts sweetened with maple." WoodWick's Indigo Suede is, "An intoxicating pairing of leather and patchouli layered with notes of violet, cypress and amber." Yankee Candle launched Woodland Road Trip with jasmine, fir, vetiver and warm suede accords. Floral Street's Night Bloom collection is available in Fireplace, Midnight Tulip and Santal scents that "combine earthy amber, guaiac woods, Tuscan orris and saffron."

Inspired by 1980s sneakers, Scent & Fire Candle Co. launched the Sole•ly Inspired candle collection in three "dope" candle scents and an air freshener. The Force One candle combines suede, cedarwood, amber, sandalwood, patchouli and velvet musk while the Jumpman blends amber, musk, bergamot and mahogany. The Maxed Out contains cedarwood, bergamot, lavender, sandalwood, tobacco and black amber. The Sole Refresher is designed for the "shoe, body and atmosphere" and includes bergamot, musk and mahogany.

Themed Candle Collections

Beauty Youtuber Jackie Aina debuted her candle brand, Forvr Mood, in 2020. For spring 2021, Forvr Mood introduced the Sprung Szn collection in four fragrances, "Inspired by the femininity of the spring and summer months. The scents are light, airy, fruity and floral." Bad & Boozy highlights apple, jasmine and oakmoss, while Butterfly Effect features rose, violet and sandalwood. Cloud Dreams has strawberry, lychee and vanilla bean notes and Spring Flings contains coconut, white peach and musk. Motivated by customers' requests, Forvr Mood created room sprays based on popular candle scents. The room sprays are available in Cuffing Season, with notes of Douglas fir, rain forest moss and white cedar notes, while Left On Read has caramel, coconut and milk accords. The Beach Club Collection by Otherland is offered in three scents and self-described as, "Our warm-weather vibe is instant nostalgia. Wrapped in fresh guest towels, half napping to the lilt of distant beachside banter, lazing between moment and memory." Freshwater Pearl has notes of sea crystal, salt water and crushed shells, while Matchpoint features tennis ball, cut grass and cucumber, and Stone Fruit has beach plum, peach skin and brown sugar. Anecdote Candles debuted the Summer Staycation Trio in Lake Life Sparkling Lime & Lemon Leaves (smells like cannon balls and spiked seltzer), Ocean Escape - Sea Salt & Sandstone (smells like salty air and shady beaches) and Pool Party - Mandarin & Coconut (smells like drunk sunshine and pink flamingos) aromas.



Inspired by 1980s sneakers, Scent & Fire Candle Co. launched the Sole•ly Inspired candle collection in three "dope" candle scents: Maxed Out, Jumpman and Force One; courtesy of Scent & Fire Candle Co.



Anecdote Candles debuted the Summer Staycation Trio; courtesy of Anecdote Candles.

Outdoor Candles

The pandemic caused major disruptions and losses for many industries. However, home goods and home renovations skyrocketed because people were home all day, every day. 90% of Americans have taken advantage of their outdoor living spaces^c like decks, porches and patios, causing an uptick in outdoor candles.

Yankee Candle introduced the Outdoor Collection, described as, “Refreshing, outdoor-inspired scents in earth, air and florals that are blended with citronella.” The decorative containers are designed to withstand outdoor elements and the candles are made with a higher melting point wax and large wicks. The outdoor candles are available in four scents, Fresh Rain, Linden Tree Blossoms, Ocean Hibiscus and Sparkling Lemongrass.

PartyLite designed the Fragrance Flame candle holder made for outdoor use. The décor is cleverly constructed to mimic a fire pit-style flame and uses citronella wax melts. The wax melts are offered in Citronella Mint, Geranium Citronella, Peach Honey Citronella and Wild Lemongrass Citronella scents.

^cwww.prnewswire.com/news-releases/2021-trend-report-outdoor-living-space-is-more-valuable-than-ever-before-301239957.html

Comfort Food for Thought

Driven by the pandemic, comfort foods, cereal and nostalgic flavors have been trending. A poll conducted in September 2020 by OnePoll^d, found that two in three out of 2,000 Americans are reverting to childhood food favorites and eating more comfort food during the pandemic. Candle brands have taken notice and are creating sweet treat-inspired scents. Michigan-based Moose Tracks Ice Cream has teamed up with Wax Poetic Candle Bar to create an ice cream-inspired candle. The Moose Tracks candle uses Michigan-sourced ingredients and is vanilla scented, with hints of peanut butter cups and fudge. Similarly, in Bangkok, Drop by Dough, in collaboration with Panpuri, released a limited-edition donut-scented candle line. Inspired by the brand’s best-selling donut flavors, the candles are offered in Creme Brûlée, Mandarin & Oolong, Raspberry Rose and Salted Cinnamon Sugar scents. For the summer, PartyLite released Raspberry Macaroon, which is described as, “The nutty sweetness of buttery cookies filled with raspberry vanilla cream and dusted with strawberry sugar.” Bath & Body Works released Pineapple Pound Cake and Toasted Coconut Cupcake scents.

^dwww.youtube.com/watch?v=nrUGKHPsZW8

Breakfast cereal has rebounded. A rise in at-home eating during 2020 spurred sales surges at General Mills, with operating profit increasing 15% to \$2.63 billion, and sales rising 8% to \$10.75 billion^e. This enthusiasm has spilled into cereal candles, which are going viral on TikTok. As of July 12, 2021, the hashtag #cerealcandle has garnered 30 million views^f. These candles look like a bowl of milk with varying pieces of cereal and are scented to smell like the cereal flavor. For example, @brooklyn-nwegohard shared a video of her assembling the Funny French Vanilla Cereal Bowl with Metal Spoon Scented Candle by iLikePar^g, and it has over 4.2 million views. Similarly, Ardent Candle offers a line of signature cereal candles in Cinnamon Crunch, Cookie Time, It's Tricky!, Fruit Loops and Shamrock Surprise fragrances.

Self-Care

Perfumer & Flavorist+^h "Forward Thinking: The Wellness Economy," which appeared in the August 2020 edition, examined self-care and how it applies to overall wellness. The article focused on beauty and personal care. In addition, candles have been a large contributor driven by the consumer's shift to self-care at home. "Through products such as body care and home scents, consumers are creating a spa-like environment at home and finding new outlets to de-stress and capture a sense of normalcy and balance," states Larissa Jensen, beauty industry NPD advisor. According to NPD'sⁱ first quarter 2021 sales report, fragrance sales grew by 45% year-over-year to \$953 million, with candles seeing triple digit growth.

At the end of last year, Unilever and Walmart partnered on the development of the exclusive Find Your Happy Place line of candle and body care sensorial products, "To help you reclaim a little peace amidst everyday stress." The range launched with four scents, Catching the Sunrise, Home For The Holidays, Lazy Weekends and Under The Starlit Sky. Additional scents in the line include After The Rain, Girls' Night Out, Sweet Treats, Summertime Sprinklers, Sunkissed Ocean Waves and Wrapped In Your Arms. Yankee Candle's 2021 Scent of the Year is Discovery, which is a complex blend of fruits and spices including mango, passion fruit, red ginger, starfruit and vanilla spice. Be Loved joined the Be Balanced by PartyLite line and focuses on Rose + Chamomile, with a mix of davana, violet,

chamomile, and rose essential oils plus notes of pink pepper, honey and sandalwood. Lafco added Retreat to its portfolio. Retreat includes matcha green tea, maté leaves, crushed mint, ginger, clary sage and palo santo wood, "To transform your surroundings into a blissful space."

Sensory Experiences

Scent evokes a sensory response and candle brands are exploring ways to enhance the sensory experience. Experimental aromas, CBD-infused candles and candles with a playlist are a few recent developments. Boy Smells introduced Hypernature, "A limited series of sensorial simulations to awaken your inner alchemy and transport you to new worlds where the beauty of nature is magnified into an eruption for the senses. In tow are uncharted territories of mind-expansion, out of body experiences triggered by experimental aromas and new fantasies for a crystalized future." The collection features five fragrances, Agua De Jardín, Fleurshadow, Neopêche, Polyamberous and Rhubarb Smoke. Polyamberous showcases cardamom, geranium, tobacco flower, pistachio, patchouli fraction,



Ardent Candle's signature cereal collection is inspired by childhood cereals. Childhood Cereal Bundle with Cinnamon Crunch and Fruit Loops shown; courtesy of Ardent Candle.

^e[https://s22.q4cdn.com/584207745/files/doc_financials/2020/q4/General-Mills-Fiscal-2020-Fourth-Quarter-Earnings-Press-Release-\(1\)-\(1\).pdf](https://s22.q4cdn.com/584207745/files/doc_financials/2020/q4/General-Mills-Fiscal-2020-Fourth-Quarter-Earnings-Press-Release-(1)-(1).pdf)

^fwww.tiktok.com/tag/cerealcandle

^gbit.ly/3hB8Nr3

^hPage 24; https://perfumerflavorist.texterity.com/perfumerflavorist/august_2020/

ⁱwww.npd.com/about-npd/industry-experts/larissa-jensen/



Candle-Lite Essential Elements CBD candles are formulated with 100% pure CBD oil, essential oils and a natural wax blend offered in six scents; courtesy of Candle-Lite Company.

beeswax and tonka bean, while Rhubarb Smoke highlights incense, rhubarb, violet leaves, black tea, birch, smoked papyrus and tanned leather. British fragrance house Floral Street debuted four mood-boosting sustainable home fragrance collections, including Night Bloom, Rose Garden, Urban Bloom and White Florals. Each collection offers three fragrances in candles and diffusers, “Meant to bloom wherever you are.”

Cannabis and CBD-infused products are en vogue. *Perfumer & Flavorist*³’s “Forward Thinking: The Food & Beverage Industry Gets Lit” article, which appeared in August 2019, examined CBD in food and beverages, while CBD-infused beauty was addressed in *Perfumer & Flavorist*’s August 2020 edition.

CBD is moving into mainstream candles with Candle-Lite Company’s launch of Essential Elements CBD candles and wax melts sold at Kroger supermarkets. According to the brand, the Essential Elements CBD candles and wax melt line is formulated with “100% pure CBD oil, essential oils and a natural wax blend.” The collection includes six fragrances with pop culture names including Bed, I Love You, Binge Watch & Chill, Breathe, Good Vibes Only, Slay All Day and Weekend Ready. Binge Watch & Chill contains notes of honey nectar, almond milk,

caramel, sandalwood, sweet vanilla, orange, tonka bean and amber; while Weekend Ready has notes of turmeric, sparkling ginger, zesty mandarin, clove, eucalyptus, neroli and fir needles.

Sisters Rachel Femi and Naomi Adeyemo founded Cavo candles in 2020. The candles are made with a 100% organic soy wax and with each candle release a curated playlist available in Spotify and Apple Music is included.

Candle Collaborations

Pop culture celebrities, designers and artists are collaborating with brands on creative, limited-edition candles and accessories. For Mother’s Day, in partnership with Better World Fragrance House, Drake released his long-awaited candle line in four scents, Good Thoughts, Muskoka, Sweeter Tings and Williamsburg Sleepover. The fragrances debuted through an exclusive partnership with Postmates. Customers received a complimentary candle alongside a minimum \$50 order from a specific list of restaurants in both New York City and Los Angeles, between May 7 through May 9, 2021. Carby Musk is a fifth scent “that allegedly smells like Drake” and is expected to launch later this year. Here For The Burn collaborated with sleep mask brand 41 Winks on the Limited-Edition 41 Winks x Here For The Burn Not Now set. The Not Now set

³Page 24; https://perfumerflavorist.texterity.com/perfumerflavorist/august_2019

includes a plush eco-friendly “Not Now” sleep mask and a matching limited-edition candle in a Mango Guava fragrance.

Nest New York partnered with fine art photographer Gray Malin on the Nest x Gray Malin collection. The candles and diffusers are available in three scents, Amalfi Lemon & Mint, Coconut & Palm and Ocean Mist & Sea Salt. The outer package features Malin’s photographs and the candles are housed in a limited-edition hand-blown glass vessel with a striped design, which can be re-purposed. Jo Malone London teamed up with set designer Shona Heath on the Up The Garden Path limited-edition candle and diffuser accessories collection. Inspired by a traditional English country garden, the home accessories are based on a short story written by Heath, “In a fairy tale world, where flower people and animals frolic.” Blue Sandwich Duo Tray, Daisy



Limited-Edition 41 Winks x Here For The Burn Not Now set includes a plush eco-friendly “Not Now” sleep mask and a matching limited-edition candle in a Mango Guava fragrance; courtesy of Here For The Burn.

Cheeks Candle Lid, Lesser Spotted Zebra Diffuser Cover, Petal Head Candle Holder and Upside Down Rose Lid are the ceramic accessories, which depict a character or scenario from the story.

D.S. and Durga partnered on the “New York. Tougher Than Ever” limited-edition candle made by New Yorkers Ruba Abu-Nimah, creative director Tiffany & Co., and Phillip Lim, fashion designer. The candle description states, “Our city of skyscrapers, subways, cyclists and skateboards. Pothole avenues where cantankerous cab drivers honk through mysterious fumes. Where noise blares from night to morning coffee runs. Where only the toughest trees survive and thrive. Resilient as ever.” The scent has top notes of “big apple, Chinatown cedar, bootleg cologne, linden tree, tartan honeysuckle, garments and oak heart notes, bluestone pavement and tree of heaven base notes.”

Candles Shine Bright

The glowing candlelight, combined with its scent, create an ambiance and evoke different moods. It is no surprise that the pandemic propelled self-care and home improvement, which fueled an uptick in both indoor and outdoor candle usage. Seasonal scents act as a foundation for candle launches and allow brands to test multiple variants and play with fun themes. Collaborations and limited-edition candles create excitement and brand awareness. As fall approaches, warm scents and comfort food-inspired candles heat up. Kline & Company^k anticipates the home fragrance market to achieve a 17% increase in retail sales or greater, with candles notably outperforming the market. According to Kline & Company, “The demand for home scents remains high, as consumers are expected to stick to their new habits.”

^k[klinegroup.com/whats-next-for-home-fragrances-following-the-2020-scent-surge/](https://www.klinegroup.com/whats-next-for-home-fragrances-following-the-2020-scent-surge/)



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