

A Scented Home



November 17, 2021
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 - Comfort Food
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Facts & Figures

According to Market Research Future, the **global scented candles market** is estimated to **reach \$4.22 billion** with a **CAGR of 5.8%** by the end of 2024

- Marketresearchfuture.com, 2/1/21

The **global air freshener** market is expected to reach **\$5.02 billion** and grow at a **CAGR of 7%** between 2021-2025, according to Technavio

- Prnewswire.com, 5/5/21

Total retail sales of **home fragrance** rose **6% to \$9.3 billion** for 2020, according to Kline & Company

- Happi.com, 9/1/21



Home-Centric

During the pandemic, **home goods and home renovations skyrocketed** because people were home all day, every day. “Interest in **spiffing up outdoor spaces, has tripled since 2019**,” according to Houzz CEO Adi Tatarko

- Fortune.com, 4/26/21

Nearly half of the U.S. population made a kitchen and bath home improvement purchase online or in stores in 2020, and **women accounted for more than half of those buyers**

- Npd.com, 5/3/21

More than **14 million grills and smokers have been sold** between April 2020 and February 2021, a **39% increase in dollar sales**, compared to the same period a year ago, according to the NPD Group

- Npd.com, 4/14/21

Approximately **one in five women** say they **use candles to decorate the yard, patio or other exterior areas**, as well as the interior of their home, according to the National Candle Association

- Candles.org



Comfort Food

A poll conducted in Sept 2020 by OnePoll, found that **2 in 3 of 2,000 Americans are reverting to childhood food favorites and eating more comfort food** during the pandemic, and **69% of people say they'll continue to enjoy the same amount of comfort food** post-pandemic

- Prnewswire.com, 9/22/20

Driven by the pandemic, **comfort foods, cereal, and nostalgic flavors have been trending**. According to Datassential, **57% of consumers say they are interested in more comfort food trends this year-second only to health trends**

- Restaurantdive.com, 3/1/21

26% of Americans are craving more baked goods and 28% are eating more baked goods, according to a General Mills Foodservice survey conducted by the Harris Poll

- Generalmillscf.com, 10/20/21



Self-Care

According to the NPD Group, **self-care became essential in 2020**, with the winning areas of the market being those that helped to create a spa environment at home

Home scents saw accelerated growth in 2020 as consumers brought the meaning of comfort at home to another level

- Npd.com, 2/4/21

“There is **growth in beauty categories that use our senses of smell and touch, along with a little pampering, to contribute to a feeling of well-being,**” reports the NPD Group

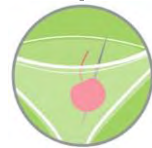
- Prnewswire.com, 12/23/20

As the world opens up, people will continue to **savor the small at-home rituals, like lighting a candle or using a mist**, they found during the past year to **reconnect to that inner home-centered self,**” states Lynette Lovelace, founder and CEO, Lifetherapy

- Happi.com.com, 9/1/21

“**Home fragrances have hit a sensory top note** in the pandemic, and while we can’t travel to our favourite destination right now, a scent may do the trick,” says Jane Rocca

- Domain.com, 10/16/21



Candle Trends



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

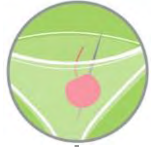
- Jan Ahlgren, Vilhelm Parfumerie Candles



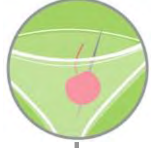
Foodie



Pop Culture



Designer



Outdoor Candles

Yankee Candle



PartyLite



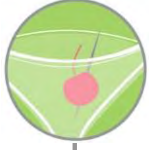
PartyLite



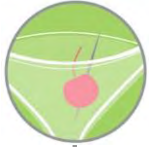
WoodWick Outdoor Candle



Yankee Candle



Crossover



Seasonal Scents



Air Wick Seasonal Collection



Glade Limited-Edition Seasonal



Air Care Trends



Types of Air Care

Candles



Room Sprays



Reed Diffusers



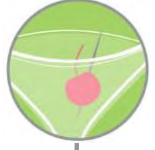
Diffusers



Electronic Plug Ins



Smart Home Devices



Sprays & Reed Diffusers



Scentsy



Lifetherapy



Thymes



Plug Ins & Devices



Glade Plug Ins Scented Oil Plus



Nest Wall Diffuser



Pura x Dae Smart Home Device + Fragrance



Aera Mini Diffuser



Smart Devices



Take Aways

- Scent is individual and personal
- Form & Function are important drivers
- Self-Care movement





thank you!

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