

A hand holding a lit matchstick over a candle in a glass jar. The candle is white and the jar is clear. The matchstick is lit and the flame is visible. The background is a plain, light-colored wall.

# Sniffing Out Candle & Home Fragrance Trends



April 27, 2023  
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# Lighting up THE LOWCOUNTRY

## NCA Annual Conference & Expo



# Agenda



Facts & Figures



Candles



Air Care





Facts & Figures



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## Facts & Figures

- In 2022, the **home fragrance market** was worth **\$7.7 billion** and is expected to grow to **\$12.5 billion by 2032**, according to Market.us.
- Market Research Future valued the **global scented candles** market at **\$3.3 billion** in 2022 and expects it to grow to **\$4.8 billion by 2030**, with a 5.8% CAGR
- In 2022, the **scented candles market** in the U.S. was estimated to be **\$145.7 million** and is projected to reach **\$677.8 million by 2030**, growing at a CAGR of 3%, according to Research and Markets
- Acumen Research and Consulting data showed that the **global air freshener** market size reached **\$13 billion** in 2022 and is set to achieve **\$31.5 billion in 2032**, growing at a CAGR of 9.4%





*Candles*



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# 2023 Scent Of The Year





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# Hospitality, Take Me Away





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# Art & Design Collaborations







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# Pop Culture Food & Beverage Collaborations





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# Pop Culture Collaborations





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# Celebrity Scents



# Influencers Get In The Game





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# #ViralCandles





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# Olfactive Observations & Themes



Gourmand  
"Butter"



Warm & Woody  
"Hinoki" and "Palo Santo"



Green Theme  
"Garden"



Fruity  
"Banana"



Floral  
"Pink Florals"





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# Your Choice





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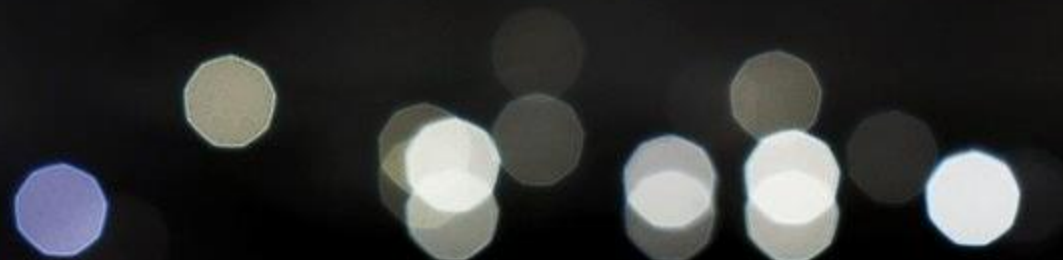
# Refillable Candles





# Sustainable Air Care





*Air Care*



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# New Entrants





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# Luxe Air Care





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# Diffusers In The Air





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# In The Car & On The Go





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# Incense Returns





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## Summary

Fragrance has the ability to transport consumers and science has demonstrated that smells trigger vivid memories and emotions

- Brands are capitalizing and innovating with fun themes, new scents, aesthetic packaging, and technology to create memorable experiences
  - Annual Scent of the Year
  - Hospitality & Travel
  - Pop Culture: Art & Design, Food & Beverage, Collaborations
  - Pop Culture: Celebrities, Influencers, Viral Trends
  - Sustainable & Refillable
  - Technology: Air Care, Auto, Customization







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Inspiration for Creation

**thank you!**

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