

# FACTS & FIGURES

## ABOUT CANDLES



- U.S. retail sales of candles are estimated at approximately \$2 billion annually, excluding sales of candle accessories.
- Candles are used in 7 out of 10 U.S. households.
- Candles come in an endless variety of sizes and shapes, from tapers, votives, pillars and tealights to container/jar candles, floating candles, liturgical candles, outdoor candles, novelty candles, utility candles and birthday candles.
- Manufacturer surveys show that 90% of all candles are purchased by women.
- Votives, container candles and pillars are currently the most popular types of candles with American consumers.
- Candle industry research indicates that the most important factors affecting candle sales are scent, color, cost and shape.
- The retail price of a candle generally ranges from approximately 50¢ for a votive to \$30 for a large pillar or jar candle. Highly unusual or embellished artisan candles can be \$200 or more.



## ABOUT THE INDUSTRY

- There are more than 400 commercial, religious and institutional manufacturers of candles in the United States, in addition to scores of small craft producers for local, non-commercial use.
- NCA member companies account for approximately 90 percent of all candles made in the U.S.
- Candles are principally sold in three types of retail outlets:
  - specialty or gift shops;
  - department and home décor stores;
  - mass merchandisers (discount stores, drug store chains, grocery stores, etc.)
- Approximately 35% of candle sales occur during the Christmas/Holiday season. Non-seasonal business accounts for approximately 65% of candle sales.
- Major U.S. candle manufacturers typically offer between 1,000 and 2,000 varieties of candles in their product lines.
- More than 1 billion pounds of wax are used in producing the candles sold each year in the U.S.
- It is estimated that more than 10,000 different candle scents are available to U.S. consumers.



## CANDLE-USER PREFERENCES

- Consumers are increasingly purchasing candles as a focal point for their home décor, and for aromatherapy-like relaxation and stress reduction.
- Fragrance is by far the most important characteristic impacting candle purchases today, with three-fourths of candle buyers saying it is “extremely important” or “very important” in their selection of a candle.
- The majority of U.S. consumers use their candles within a week of purchase.
- Nine out of ten candle users say they use candles to make a room feel comfortable or cozy.
- Approximately three-fourths of candle users say they typically burn candles for 4 hours or less per sitting.
- Candle users say they most frequently burn candles in the living room (42%), followed by the kitchen (18%) and the bedroom (13%).
- 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.
- Both men and women consider candles to be an always-acceptable and highly appreciated gift for a wide variety of occasions.
- Candle purchasers say they view candles as an appropriate gift for the holidays (76%), as a house warming gift (74%), a hostess/dinner party gift (66%), a thank you (61%) and as adult birthday gifts (58%).