

# Scope for Scented Candles in Aromatherapy

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**ABSTRACT** - Aromatherapy candles are manufactured with essential oils and are known as aroma candles. As a result, aromatherapy candles are created to provide overall therapeutic care for the body, mind, and spirit. Since ancient times, people have used aromatherapy as a remedy to boost energy, reduce stress, sharpen focus, and manage pain. The primary function of scented candles is to eliminate or mask unpleasant odours from the environment. In India, scented candles are no longer seen as a luxury good. Candles with scents have grown to be a necessity in modern living. The market for home fragrances in India is growing and will be a substantial market in the future, contributing significantly to the industry's overall growth. The demand for home fragrance products, which are estimated to account for close to 40% of the global fragrance market, has significantly increased in India. This rising tendency has many underlying factors that contribute to it. In this essay, we discuss how aromatherapy candles work, their advantages, the many types of waxes used, the most widely used oils, their drawbacks, and the potential market for them in India.

**KEYWORDS:** ♦AROMATHERAPY CANDLES ♦SCOPE IN INDIA ♦GLOBAL CANDLE MARKET ♦ESSENTIAL OILS ♦CANDLE WAXES.

## I. INTRODUCTION

Scented candles with therapeutic properties are made with essential oils. When you're in a never-ending quarantine, it can be difficult to get past your period of scented candles once it starts. They look beautiful and fill the room with a pleasant smell, no matter how small or congested the area is. They also come in a variety of smells, each of which has benefits. These are aromatherapy in adorable little containers that tempt you to keep collecting, whether they help you rest and unwind after a demanding day at work or get you pumped up for it. However, if you've committed to making scented candles, there will be a lot to think about, such as the kind of wax, the wicks, and even how clean they burn.

## II. BACKGROUND

### EARLY DEVELOPMENT:

In the 1980s and 1990s, candles experienced a sharp increase in popularity and spread throughout the world. In addition to their visual value, scented candles also provided stressed-out, modern, overworked households with an opportunity to apply aromatherapy to create a calming environment. At the same time that awareness of air pollution and health problems like allergies and asthma has grown, researchers have looked at scented candles that are safer, healthier, and more environmentally friendly. Once more, aroma or fragrance became important in the search for a flameless candle. Flameless fragrant candles are a product of the modern electrical age. Scentsy is primarily credited for

developing wickless scented candles in 2004 to satisfy consumer demand for a product that burns high-quality wax without a flame while also being fragrant and safe. Instead, a low-voltage light bulb is used to heat a long-lasting scented wax bar utilising a colourful array of ceramic warmers. Several scented wax bars can be combined to create unique scents. through the personalization of their candle and candle warmer.

### PRESENT SITUATION:

By the end of 2032, the market for scented candles is projected to reach a value of US\$5.4 billion, with a CAGR of 4.1%.

## III. REVIEW OF LITERATURE

According to a report by Maggie Stiefvater, it is said that aromatherapy candles help in many ways mentally, also quoted that "scent is the strongest tie to memory".

### Objective of the study:

- To know the working and benefits of aromatherapy candles
- To know the global candle market overview
- To learn what are all the popular oils used
- Side effects of aromatherapy candles
- To know the scope of aromatherapy candles in India

#### IV. RESEARCH METHODOLOGY

The study that we have gone through in this research paper is descriptive research. Therefore I have used secondary sources of data like books; internet sources journals, magazines and Various reports of the government of India are used in the research.

##### Limitations of the study:

- 1- The study was conducted in less than 8 days which is a very short period. Therefore, we were facing a lack of enough time.
- 2- Due to time constraints, we were facing a lack of time. Therefore, we only went through secondary data.

##### BENEFITS OF AROMATHERAPY CANDLES:

Many advantages of aromatherapy exist. It is claimed to:

Manage pain, boost immunity, enhance hospice and palliative care, enhance sleep quality, lessen stress, agitation, and anxiety, soothe sore joints, treat headaches and migraines, lessen the side effects of chemotherapy, ease labour discomforts, fight bacteria, viruses, or fungi, improve digestion, and reduce stress.

##### WORKING OF AROMATHERAPY CANDLES:

Aromatherapy works through the sense of smell and skin absorption using products such as these:

You can use these items alone or in any combination, including diffusers, fragrant spritzers, inhalers, bath salts, body oils, creams, or lotions for topical application or massage, facial steamers, hot and cold compresses, and clay masks. The variety of essential oils is close to one hundred. The most widely used oils are typically used.

##### Most popular aromatherapy oils:

According to the National Association for Holistic Aromatherapy, the most popular essential oils are:

- clary sage
- cypress
- eucalyptus
- fennel
- geranium
- ginger
- helichrysum
- lavender
- lemon
- lemongrass
- mandarin
- neroli
- patchouli
- peppermint
- Roman chamomile
- rose
- Rosemary

- tea tree
- vetiver
- ylang ylang

Many methods of application exist for essential oils. Before using them topically, for instance, include them into body lotions or carrier oils. Think about incorporating essential oils into your facial toner, conditioner, or shampoo. Instead, incorporate them into your toothpaste, liquid soap, or mouthwash. The oils can also be added to a bath or diffused or sprayed across a space.

##### GLOBAL CANDLE MARKET OVERVIEW:

The study's market overview section focuses mostly on the fundamental dynamics of the market, such as its drivers, limitations, opportunities, and challenges. Although drivers and restrictions are internal market forces, opportunities and challenges are external market factors.

The candle market is expected to rise significantly throughout the projected period due to the expanding number of uses for candles. The use of candles for special occasions like Diwali and Christmas as well as for interior décor of homes and businesses is another important factor that affects this market. This global sector is also being driven by consumers' changing lifestyles and increasing disposable incomes, which have enabled them to spend more money on candles with premium designs and exotic scents.

Because of their visual appeal, candles are in high demand among women. Independent businesses, fashion houses, and beauty retailers place a high priority on the launch of new items in order to attract new customers and keep their existing ones. The value of candles has substantially increased due to the emergence of massage clinics and spas that use scented candles to create a soothing atmosphere. Similar to this, candlelight makes fine eating venues and restaurants smell attractive and enticing.

For organic candles, natural wax is now considerably more in demand than it ever was. They do so because they have a non-carbon blackening impact. Also, people are inspired to work hard because they are becoming more aware of how detrimental candle burning is to the environment.

In order to authenticate the data and apply it in the creation of a comprehensive market research study, Verified Market Research distils the information already available using primary sources. The report includes a quantitative and qualitative assessment of market factors the client is interested in. The "World Candle Market" is largely divided into sub-segments that can offer categorised information about the most recent market trends.

##### Candle Market, By Product

- Container Candle
- Pillars
- Votive

- Tapers
- Others

**Candle Market, By Wax**

- Soy Wax
- Paraffin
- Palm Wax
- Beeswax
- Others

**Candle Market, By Geography**

- North America
- Europe

- Asia Pacific
- Rest of the world

**Key Players**

With a focus on the global market and some of the key players like Yankee Candles, Thymes, White Barn Candles, Jo Malone, Village Candles, NEST, Slatkin & Co, Malin + Goetz, Colonial Candle, Diptyque, the "Global Candle Market" study report will offer insightful information.

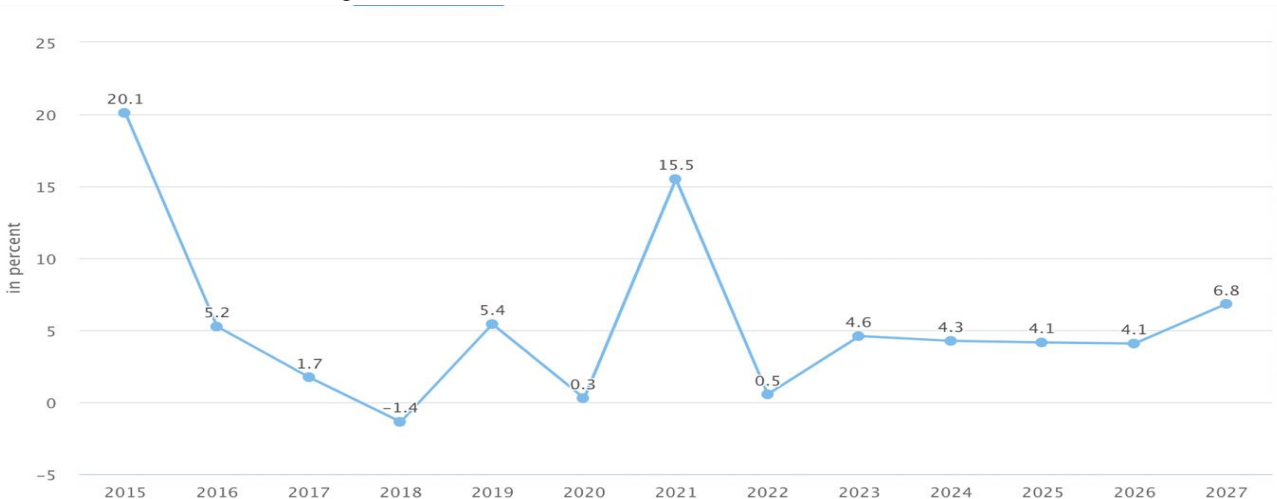


**SCOPE OF AROMATHERAPY CANDLES IN INDIA:**

Personal care products and fragrances are viewed as essential elements of a lifestyle that people are taking more seriously than ever. The living room and bathroom are no longer the only rooms in the house where scented candles and perfumes can be utilised to add beauty and attractiveness. In reality, they have also entered other locations like cars, offices, spas, and restaurants. Recent consumer trends towards flavour experimentation have resulted in a sizable market share for scented candles with flavourings. The market share is

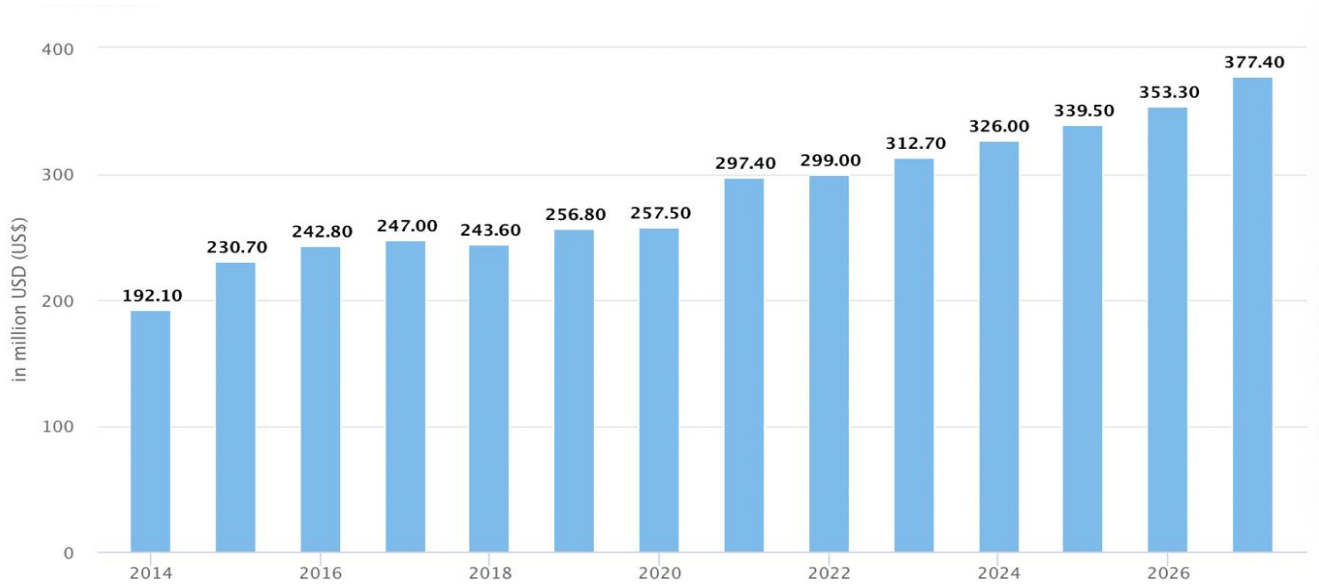
expected to increase several times over given the increased spending power of consumers today and their desire for candles as a source of aroma and home décor. Due to the widespread practise of religion, India has a strong demand for candles. Human life is the last to stray from the good and the wicked, according to the Indian Vedas. Indians use candles to symbolise the fact that light is present in every cell of their bodies. Candles are in high demand during the holiday seasons in Indian markets.

CHART(1)



THIS IS THE GRAPH OF REVENUE CHANGE BY SEGMENT OF THE SCENTED CANDLE MARKET IN INDIA.

CHART(2)



THIS IS THE GRAPH OF REVENUE BY SEGMENT OF THE SCENTED CANDLE MARKET IN INDIA.

## V. CONCLUSION

India has the ability to create organic, fragrant raw materials, which are in great demand worldwide. Along with candles becoming a more popular major category in the home fragrance and décor market, people are becoming more interested in trends like aromatherapy and enriching their homes with natural home odours. The market for candles has benefited from consumption and is now a successful business strategy. India may create more environmentally friendly candles domestically and export them to international markets by taking into account demand and the availability of natural resources. The home fragrance market, particularly that involving scented candles, has remained unorganised, with the majority of participants developing small- and medium-sized firms. If recent patterns are any indicator, this market is likely to grow significantly in the future. With the growing size of local enterprises and the rising need and demand for product standardisation, it is predicted that India would experience a substantial upward growth trend within a few years.

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