

A lit candle in a glass jar on a wooden tray. The candle has three wicks, two of which are lit, casting a warm glow. The tray is made of light-colored wood with a slatted design. The background is a neutral, light-colored surface.

# Candle Fragrance Trends

◆ Emerging Fragrances, Design, and Consumer Shifts

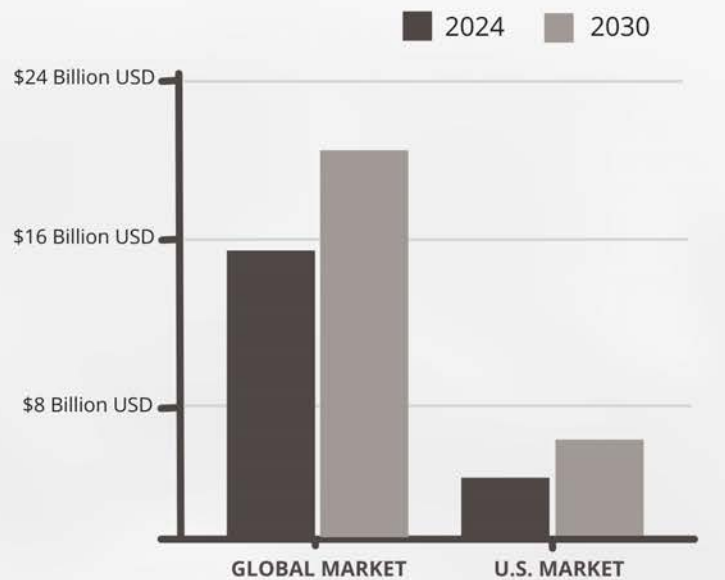
**Carrubba**  
Aromatics / Botanical Extracts

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# Market Growth & Size



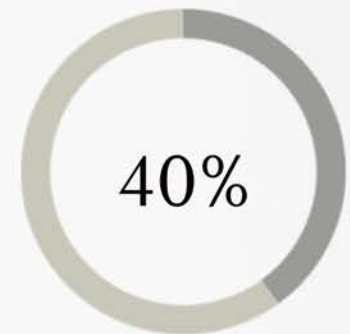
Global Market CAGR:  
6.4% growth through 2030.

U.S. Market CAGR:  
5.6% growth through 2030.



Scentmate (2025). Air Care Trends 2026

Since 2024, both the global and U.S. markets have shown consistent growth, fueled by increasing consumer demand for products that enhance home ambiance, wellness, and seasonal décor.



**Millennials**  
Largest buyer segment

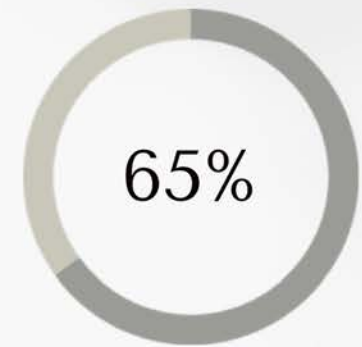


# Eco-Friendly Products

According to CandlesMaster, 60% of new product launches are made up from biodegradable candles made from:

- Soy
- Beeswax
- Palm Wax
- Natural Fragrances
- Essential Oils

This shift aligns with the growing consumer demand for eco-friendly products, as 68% of buying decisions are influenced by the use of sustainable ingredients and packaging.



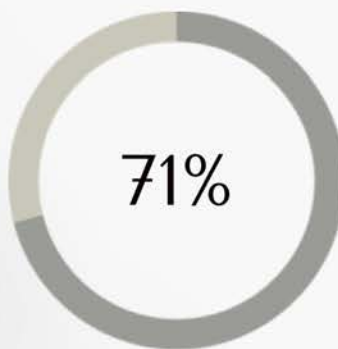
of consumers prefer sustainable candles

Scentmate (2025). Air Care Trends 2026

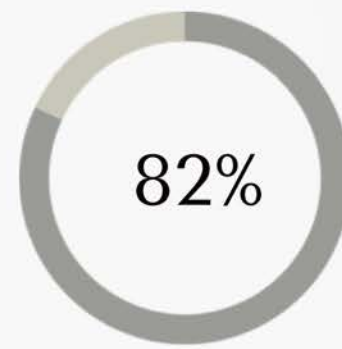


# Wellness & Mood Enhancement

Candles are increasingly being marketed for wellness and mood-enhancing benefits, tapping into the growing consumer interest in products that promote relaxation and mental well-being.



of consumers view candles as a wellness ritual.



of consumers see candles as a home-scent essential.

Scentmate (2025). Air Care Trends 2026



# Aesthetic Influence

## ◆ Visual Appeal & Scent Preferences

Candle trends are evolving beyond fragrance alone, with aesthetics playing a pivotal role in consumer decisions. Consumers are gravitating towards candles with luxurious designs, featuring trending scents along and visual appeal that complement their home décor.

The top scents for 2026 are defined by a fusion of nostalgic comfort and natural inspiration. These fragrance families represent 70% of the market:

### **Citrus & Fresh Herbs:**

- Rejuvenating
- Refreshing
- Cleansing

### **Warm Woods & Spices:**

- Comforting
- Earthy
- Elegant

### **Floral & Fruity:**

- Brightening
- Calming
- Sophisticated



### **DIPTYQUE**

Moss Absolute, Cedar  
Essence, Matcha Accord



### **LUMA**

Moonflower, Palo Santo



### **NEST**

Passion Fruit, Strawberry,  
Mango, Peony, Hibiscus.

# Spring & Summer

◆ Candle Fragrance Trends



## Spring Fragrances

**Theme:**

- Fresh & Floral Renewal

**Key Notes:**

- Mandarin Zest
- Peach Blossom
- Green Tea
- Powdery Lavender



## Summer Fragrances

**Theme:**

- Sunny Citrus Breeze

**Key Notes:**

- Bergamot
- Melon
- Golden Peach
- Vanilla Amber



## Vitality Focused Scents

Uplift & Energize for Wellness-Minded Consumer




# Fall & Holiday

◆ Candle Fragrance Trends



## Nostalgic Comforting Scents

Fireside Warmth & Seasonal  
Sensory Escape



## Fall Fragrances

**Theme:**

- Warm Spices & Smoky Woods

**Key Notes:**

- Pumpkin Spice
- Ground Cinnamon
- Cedar Embers
- Black Pepper



## Holiday Fragrances

**Theme:**

- Sweet Holiday Indulgence

**Key Notes:**

- Toasted Vanilla
- Pine Needles
- Dried Orange Peel
- Leather

# Scent Directions to Watch in 2026

Consumers want multifunctional scents that support self-care, eliminate malodors, enhance home décor, and reflect their values.



## The New Indulgence

### Refined & Savory Notes of ...

• Vanilla, Caramel, Chocolate, Bourbon, Pistachio



## Fruity 2.0

### Hyper-realistic & Sophisticated Notes of ...

• Cherry, Raspberry, Strawberry, Peach



## The New Green

### Earth & Balancing Notes of ...

• Tomato, Basil, Violet Leaf, Tea, Rice



## Nature as Sanctuary

### Reimagined & Elevated Notes of ...

• Rose, Geranium, Moss



## Scent as Self Care

### Grounding & Calming Notes of ...

• Sandalwood, Lavender, Frankincense, Musk

TOP

- Cake
- Lemon
- Poppyseed
- Butter
- Chocolate

MIDDLE

- Cherry Blossom
- Tonka

BOTTOM

- Creamy Vanilla

**Cörrubba**  
Aromatics & Botanical Extracts



## LEMON POPPYSEED POUNDCAKE N80709

Picture the vibrant aroma of freshly grated lemon zest infusing the air with its bright, citrus burst while the comforting scent of freshly baked cake awakens your tastebuds. Poppyseed adds a delightful crunch, adding a subtle nutty undertone. Butter and creamy vanilla swirl together, wrapping you in a blanket of indulgence, capturing the essence of homemade goodness.

#### TOP

- Wild Lavender
- Rich Soil
- Eucalyptus
- Rain Water

#### MIDDLE

- Rose
- Magnolia
- Violet
- Tonka

#### BOTTOM

- Vetiver
- Musk
- Patchouli
- Velvet Amber
- Oak



## WILD LAVENDER BREEZE N77461

A breath of untamed nature, where fresh wild lavender and crisp eucalyptus dance with the earthy essence of rich soil and rain-kissed air. A heart of rose, magnolia, and violet blooms softly, enriched by the warmth of tonka bean. Anchoring the scent, vetiver, musk, patchouli, and oak mingle with velvet amber, leaving a grounding yet airy trail, like a cool breeze through a lavender field after the rain.

TOP

- Creme de Cassis
- Dark Plum

MIDDLE

- Almond Biscotti
- Jasmine Blooms

BOTTOM

- Vanilla Woods
- Warm Musk
- Driftwood
- Sandalwood

**Corrubba**  
Aromatics & Botanical Extracts



## VANILLA BEACH N80553

Our captivating fragrance evokes the essence of a Rio shoreline lit by the full moon. At its heart lies sweet almond & jasmine wrapped in sophisticated vanilla. Opening with creme de cassis & dark plum, expect to be transported to a dreamy coastline that tempts with vanilla woods & warm musk.

TOP

- Marine Aquatic
- Sea Breeze
- Seaweed
- Citrus
- Pear

MIDDLE

- Lavender
- Cyclamen
- Rose
- Mint
- Ylang

BOTTOM

- Blonde Woods
- Velvet Musk
- Oak Moss
- Patchouli
- Vetiver



## COASTAL SERENITY N80593

Sail away to spa-like serenity with our new fragrance featuring whispers of sea breeze enlivened by mint, florals & citrus. This scent settles into a velvety earthiness that leaves a lingering sense of peace & rejuvenation.

TOP

- Peach Nectar
- Fresh Citrus
- Red Currant Buds
- Green Foliage

MIDDLE

- Magnolia Blossoms
- Ripe Strawberry
- Kiwi

BOTTOM

- Raspberry
- Iris
- Vanilla



## PEACH MAGNOLIA N80594

Awaken to a southern spring morning with Peach Magnolia. Opening with ripe peach nectar intertwined with zesty citrus & red currant buds, this scent blooms with the essence of magnolia & iris blossoms touched with vanilla.

TOP

- Herbaceous
- Lavender
- Lemon
- Fruity

MIDDLE

- Lime Blossoms
- Jasmine
- Clove

BOTTOM

- Sandalwood
- Sweet Powdery Musk
- Cedarwood
- Tonka



## WHITE SAGE & CITRUS N80603

White Sage & Citrus is a fresh, calming blend of herbaceous sage, soothing lavender, and bright citrus. Soft florals, a touch of clove, and a grounding base of sandalwood, musk, and cedarwood create a clean, peaceful scent that evokes clarity, comfort, and renewal.

TOP

- Chrysanthemum
- Petitgrain
- Lemongrass
- Lemon
- Violet Leaf

MIDDLE

- Jasmine
- Rose
- Cinnamon

BOTTOM

- Coconut
- Cedar
- Peach Stone



## FALL MUMS N80605

The essence of autumn featuring woody, fresh florals and invigorating herbs, reminiscent of vibrant chrysanthemums in full bloom. A soothing yet uplifting aroma that captures the spirit of the season. Light this candle for the crisp, revitalizing scent of fall, celebrating nature's beauty and warmth. Perfect for cozy gatherings or quiet moments of reflection.

TOP

- Cinnamon
- Clove
- Nutmeg
- Lemon
- Butter

MIDDLE

- Lavender
- Tonka

BOTTOM

- Vanilla
- Coconut
- Patchouli



PANTONE®  
14-1139 TCX  
Pumpkin

## WHITE PUMPKIN N80606

The cozy essence of fall meets delicate elegance. A harmonious balance of floral and spicy notes. A soft, inviting aroma that evokes crisp autumn days and the beauty of seasonal blooms. Perfect for setting a serene and festive ambiance.

#### TOP

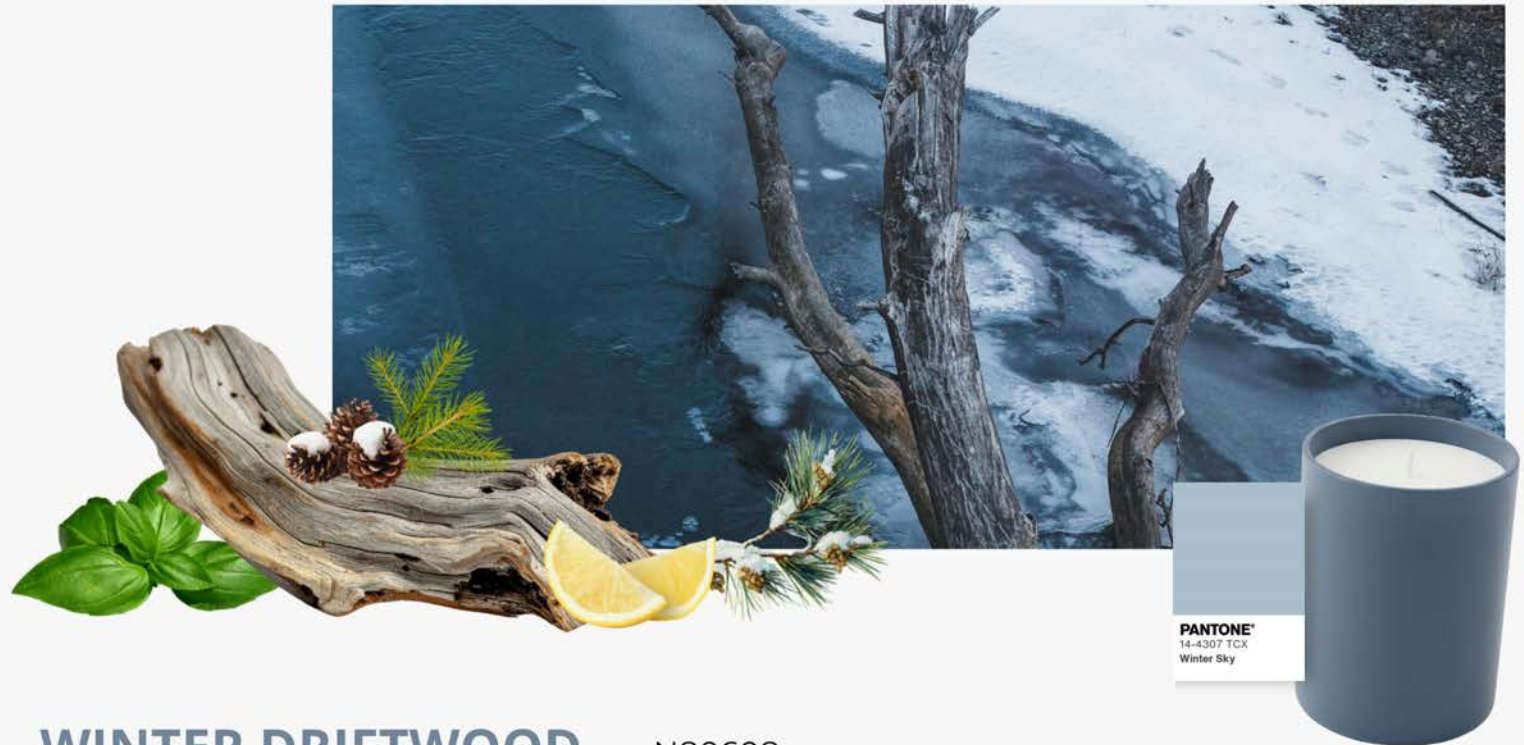
- Coniferous
- Citrus
- Hyacinth
- Clary Sage
- Rosemary
- Basil

#### MIDDLE

- Jasmine
- Bergamot
- Lavender
- Ylang

#### BOTTOM

- Musk
- Vetiver
- Dry Woody Amber
- Sandalwood
- Cedarwood
- Amber
- Leather



## WINTER DRIFTWOOD N80608

A robust and woody accord, mingled with iced sea salt & the earthy warmth of dry amber and cedarwood. Refreshing citrus accords lightly linger as a heart of earthy patchouli twists around notes of powdery lavender, fine leather and fragrant golden sandalwood. A truly rich and captivating aromatic affair.

TOP

- Gingerbread
- Clove
- Cinnamon
- Sweet Maple

MIDDLE

- Cookie Notes
- Orange

BOTTOM

- Sweet Creamy Coconut
- Tonka
- Caramel



## GINGERBREAD BRULEE N80609

Gingerbread Brûlée is a cozy blend of spicy ginger, clove, and cinnamon sweetened with maple. Warm cookie notes and a hint of orange melt into a rich base of creamy coconut, caramel, and tonka. It feels like fresh holiday baking—sweet, comforting, and irresistibly festive.

TOP

- Bourbon
- Caramel
- Pecan

MIDDLE

- Peach
- Coconut

BOTTOM

- Creamy Vanilla
- Toasted Caramel
- Musk
- Creamy Lactones



## BOURBON CARAMEL PRALINE

N80607

An intoxicating harmony evoking the comforting ambiance of a cozy night spent savoring delightful treats. Light it up and let the rich, sumptuous fragrance transport you to a world of gourmet bliss.

TOP

- Nutmeg
- Cinnamon
- Ginger
- Cardamom
- Roasted Coffee Beans

MIDDLE

- Clove
- Orange
- Caramel

BOTTOM

- Cedarwood
- Creamy Vanilla
- Tonka
- Sandalwood
- Coconut



## HARVEST SPICE N75853

This comforting fragrance captures the season's essence, featuring notes of nutmeg and cardamom intertwined with a heart of zesty orange and clove. Hints of cedarwood and spicy ginger add a breath of autumnal freshness, evoking memories of cozy gatherings and festive feasts. Let the inviting aroma fill your space, creating a sense of warmth and gratitude that celebrates the beauty of harvest time.

A lit candle in a glass jar sits on a wooden tray. The candle has three wicks, two of which are lit, casting a warm glow. The tray is made of light-colored wood with a slatted design. The background is a soft, out-of-focus grey.

# Thank You!

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**Carrubba**  
Aromatics / Botanical Extracts