

HOME FRAGRANCES: U.S. MARKET BRIEF

Base Year: 2020

**To be Published:
Q1 2021**

This report offers concise coverage of the key trends, developments, brand activity, and business opportunities of this dynamic market.

23rd edition

SCOPE

- › Size and segmentation for candles, diffusers, rooms sprays, and wax melts and oils
- › Brand sales for market leaders, as well as emerging fast-growers
- › Sales and growth by retail channel
- › Key marketing activities
- › Outlook

INCLUDES COVID-19 IMPACT

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Introduction

Overview

- Total industry size and growth
- Market drivers
- Category (as listed in Table 1) and channel (as shown in Table 2) sales breakdown
- Competitive landscape
- Outlook

Category

- Developments and trends
- Sales data at the retail level for 2019 and 2020 for leading brands
- New products and fragrance trends
- Competition, including sales by company and brand, for 2019 and 2020
- Private-label activity
- Retail channel breakdowns for 2019 and 2020
- Outlook to 2025



Table 1. PRODUCT CATEGORIES COVERED

Candles
Diffusers
Room sprays
Wax melts/oils

Table 2. CHANNELS COVERED

Department stores	Gift and card stores
Direct sales	Mass merchandisers
Drug stores	Specialty stores
Food stores	

REPORT BENEFITS

This report serves as an excellent resource for manufacturers and formulators of home fragrance products. Specifically, it provides:

A highly reliable and independent assessment of the market

Key trends impacting category and market sales

Channel analysis with an eye on fast-moving channels such as specialty stores and the Internet

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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