



National Candle Association

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2008 Holiday Décor and Entertaining Trends Focus on Versatility, Affordability of Candles

With the tight economy this year, most Americans are eschewing glitzy, over-the-top holiday celebrations in favor of enjoying the simple pleasures and traditions of the season with family and friends.

The affordability and versatility of candles offers a perfect solution for creating a welcoming home and holiday atmosphere with minimal expense. In fact, candles have always been synonymous with holiday celebrations, entertaining and gift giving, with more than one-third of annual candle sales occurring in the last quarter of the year.

For holiday decorating this year, the traditional deep reds and greens of Christmas are taking center stage along with metallic silver, gold and soft whites. Pillars, tapers and tealights are perhaps the most popular and most versatile candles for decorating and continue to be strong seasonal sellers.

Not surprisingly, the most popular fragrances are also the traditional scents associated with the holidays – berry, cinnamon, and evergreen – often highlighted with subtle notes of citrus, fig, peppermint, ginger or chocolate.

Spa and aromatherapy candles continue to be top gift items sure to please just about anyone on your shopping list. Poured candles in handsome clear or frosted glass containers featuring wonderfully relaxing and sophisticated scents are especially popular this season. Exotic yet subtle herbal, citrus and floral scents are the most popular base fragrances, but don't be surprised to catch a hint of amber, jasmine, fig, lavender, currant or mint.

Whether for decorating, entertaining or gift giving, industry experts anticipate that the continued popularity of candles in concert with their relatively modest cost, will keep them at the top of America's shopping list this season.

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