



National Candle Association

1156 – 15th Street, NW, Suite 900 • Washington, DC 20005 • (202) 393-2210
www.candles.org

Contact: Barbara Miller
Telephone: 202.207.1113
media@candles.org

Candle Trends for Fall '08 and Winter '09

The exceptional decorating and fragrancings possibilities of candles continue to underscore their popularity with consumers, and define the key trends for fall and winter.

As soon as the air turns crisp and leaves begin to turn, America's love of candles comes to the forefront. This year the tough economic times have made candles especially attractive to consumers, whether as an affordable self-indulgence or an appealing gift item.

Overall, America's love of fragrance shows no sign of slowing, and candles fit the bill for both "scenterior" decorating as well as aromatherapy-like relaxation.

Nuanced colors and fragrances wrapped up in stylish designs mark a significant portion of the decorative candle market for fall and winter. Asian and exotic design elements remain popular. Textured and tone-on-tone finishes -- both for candles and candle containers -- are very strong.

Perhaps the most notable trend in candle colors is the growing appearance of rich, deep colors. Overall the color palette is trending to the organic – earthen browns, clay grays and rich reds, deep purples, soft golds, botanical greens and deep blue-greens.

Fragrance trends mirror the nuanced colors. Subtle notes of verbena, ginger, pomegranate, and jasmine are adding a special sophistication to florals, citrus blends and vanillas, while hints of exotic spice like pepper and cardamom are adding both depth and elegance to gourmet kitchen scents.

###