

how to start candle making business

How to Start Candle Making Business: A Step-by-Step Guide to Lighting Up Your Entrepreneurial Journey

how to start candle making business is a question many creative entrepreneurs ask themselves when looking for a profitable and enjoyable venture. Candles have grown beyond mere sources of light; they've become integral to home décor, relaxation rituals, and personalized gifts. If you're passionate about crafting beautiful, fragrant candles and want to turn this hobby into a thriving source of income, you've come to the right place. This guide will walk you through everything from understanding the basics to marketing your products effectively.

Understanding the Candle Making Business Landscape

Before diving into the practical steps, it's important to get a clear picture of what the candle making industry looks like today. The demand for hand-poured, artisanal, and eco-friendly candles has surged as consumers seek unique, high-quality products over mass-produced alternatives. This growing market offers numerous opportunities, especially for small businesses that focus on creativity and sustainability.

The Appeal of Handmade Candles

Handmade candles resonate with buyers because they often feature natural ingredients, customized scents, and aesthetically pleasing designs. Consumers appreciate the personal touch and are willing to pay a premium for candles that enhance their living spaces or make thoughtful gifts. This niche can be rewarding both financially and creatively.

Getting Started: Essential Steps to Launch Your Candle Making Business

Embarking on your candle making venture involves several key phases. Let's break down the most critical steps to help you start on the right foot.

1. Research and Choose Your Candle Type

Candles come in many varieties, from soy wax and beeswax to paraffin and gel candles. Each type has its characteristics, benefits, and target audience. For example, soy candles are popular for being eco-friendly and clean-burning, while beeswax candles are prized for

their natural aroma and longer burn time.

Spend time experimenting with different waxes, wicks, and fragrances to find your unique style. This testing phase is crucial to develop products that stand out in terms of quality and appeal.

2. Develop a Business Plan

Even for a small candle business, a solid business plan is invaluable. It should outline your goals, target market, pricing strategy, and financial projections. Consider how much you'll need to invest upfront for materials, packaging, marketing, and any licenses or permits.

A clear plan will not only guide your decisions but also help if you seek funding or partnerships down the line.

3. Source Quality Materials and Equipment

The quality of your candles heavily depends on the materials you use. Invest in good-quality wax, wicks, fragrance oils, and containers. Finding reliable suppliers is key to maintaining consistency and managing costs.

You'll also need some essential equipment like melting pots, thermometers, molds, and pouring pitchers. Depending on your scale, these can range from simple kitchen tools to professional-grade machinery.

4. Set Up Your Workspace

Whether working from home or renting a small studio, create a dedicated and safe workspace for candle making. Proper ventilation, stable surfaces, and organized storage will streamline your production process and ensure safety.

5. Learn and Perfect Your Craft

While candle making can be straightforward, mastering the art takes practice. Pay attention to details such as wax temperature, wick size, and fragrance load to avoid common issues like uneven burning or scent fading.

Consider attending workshops, watching tutorials, or joining candle making communities to exchange tips and stay inspired.

Branding and Marketing Your Candle Business

Starting the business is just half the battle; attracting customers and building a loyal following is equally important. Here's how to make your candle brand shine.

Creating a Unique Brand Identity

Your brand should reflect the personality and values behind your candles. Think about your target audience and what kind of message or aesthetic will resonate with them. This includes choosing a memorable business name, designing a logo, and developing cohesive packaging that tells your story.

Building an Online Presence

In today's digital age, having an online store or at least a social media presence is essential. Platforms like Etsy, Instagram, and Facebook are great places to showcase your products, share behind-the-scenes content, and connect with customers.

High-quality photos and engaging descriptions can make a big difference in attracting buyers. Don't forget to highlight what makes your candles special—whether it's natural ingredients, custom scents, or eco-friendly packaging.

Utilizing Local Markets and Events

Participating in farmers markets, craft fairs, and pop-up shops is a fantastic way to get direct feedback and build local brand awareness. These events allow customers to experience your candles firsthand, which can lead to repeat purchases and word-of-mouth referrals.

Managing Your Candle Making Business: Tips for Growth and Sustainability

Once you've launched, managing day-to-day operations efficiently is vital to long-term success.

Pricing Your Candles Wisely

Calculate your costs carefully, including materials, labor, packaging, and overhead expenses. Then, add a reasonable profit margin to set your retail price. Avoid

underpricing, as it can undervalue your work and hurt your business sustainability.

Keeping Track of Finances

Use accounting software or spreadsheets to monitor your income and expenses. Staying organized will help you understand your profitability and prepare for taxes.

Expanding Your Product Line

As your business grows, consider offering variety to attract different customer segments. This could include seasonal scents, decorative candles, or candle-related accessories like holders and matches.

Staying Compliant with Regulations

Depending on your location, you might need licenses or permits to operate legally. Also, ensure your candles meet safety standards, especially if selling online or exporting.

Embracing Sustainability in Your Candle Business

More consumers are seeking eco-conscious products. Incorporating sustainable practices can enhance your brand appeal and contribute positively to the environment.

Using Natural and Renewable Materials

Opt for soy, beeswax, or coconut wax instead of paraffin, which is petroleum-based. Choose cotton or wood wicks over synthetic ones, and select fragrance oils that are phthalate-free.

Eco-Friendly Packaging

Minimalist, recyclable, or reusable packaging not only reduces waste but also aligns with customer values. Consider glass jars that can be repurposed or biodegradable labels.

Reducing Waste in Production

Plan batches efficiently to avoid excess materials and recycle scraps where possible.

Sustainable business practices can be a key selling point and part of your marketing story.

Starting a candle making business is a rewarding way to combine creativity with entrepreneurship. By focusing on quality products, developing a strong brand, and connecting with customers, you can transform your passion into a glowing success. Whether as a side hustle or full-time venture, the candle industry offers plenty of opportunities for those willing to learn and innovate.

Frequently Asked Questions

What are the first steps to start a candle making business?

The first steps include researching the market, identifying your target audience, choosing a niche or candle type, sourcing quality materials, and creating a business plan.

How much initial investment is needed to start a candle making business?

The initial investment varies depending on scale, but typically ranges from \$500 to \$5,000 for materials, equipment, packaging, and marketing.

What essential equipment do I need to start making candles?

Essential equipment includes wax melters, molds, wicks, fragrance oils, thermometers, pouring pots, and safety gear.

How can I choose the right type of candles to make for my business?

Consider market trends, customer preferences, and your own skills. Popular options include soy candles, scented candles, decorative candles, and eco-friendly candles.

What are effective marketing strategies for a new candle making business?

Use social media marketing, create an online store, collaborate with local boutiques, attend craft fairs, and leverage influencer partnerships.

Do I need any licenses or permits to start a candle making business?

Yes, requirements vary by location but typically include a business license, sales tax

permit, and possibly safety or fire regulations compliance.

How can I price my candles to be competitive yet profitable?

Calculate the cost of materials, labor, overhead, and desired profit margin. Research competitor prices and adjust based on quality and brand positioning.

What are common challenges when starting a candle making business and how to overcome them?

Challenges include sourcing quality materials, managing production costs, marketing effectively, and standing out. Overcome them with thorough research, budgeting, and building a strong brand.

How important is branding in the candle making business?

Branding is crucial as it differentiates your products, builds customer loyalty, and influences purchasing decisions through packaging, messaging, and overall aesthetic.

Additional Resources

How to Start Candle Making Business: A Professional Guide to Entering the Market

how to start candle making business is a question that increasingly intrigues entrepreneurs seeking to blend creativity with commerce. The candle industry has witnessed steady growth over recent years, driven by rising consumer interest in home décor, wellness, and personalized gifts. For aspiring business owners, understanding the nuances of this niche market is essential to carve out a successful venture. This article delves into the critical steps, market considerations, and operational insights necessary for launching a profitable candle making business.

Understanding the Candle Making Business Landscape

Before embarking on how to start candle making business, it is vital to comprehend the current market dynamics. The global scented candle market size was valued at approximately USD 3.3 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of around 7% through 2030. This expansion is fueled by consumer preferences for aromatherapy, eco-friendly products, and unique home accessories. However, the market also exhibits intense competition, ranging from large-scale manufacturers to independent artisans, necessitating a strategic approach.

Types of Candles and Their Market Appeal

In evaluating how to start candle making business, identifying the product niche plays a pivotal role. Candles vary widely in composition, style, and purpose:

- **Scented Candles:** Infused with fragrances, these dominate consumer demand for ambiance and relaxation.
- **Decorative Candles:** Often crafted with artistic designs, catering to home décor enthusiasts.
- **Eco-Friendly and Natural Candles:** Made from soy, beeswax, or coconut wax, appealing to environmentally conscious buyers.
- **Therapeutic Candles:** Incorporating essential oils for aromatherapy benefits.

Selecting a specialization aligned with market trends and personal expertise can give a fledgling business a competitive edge.

Essential Steps for Starting a Candle Making Business

Launching a candle making business requires a blend of creative skill, business acumen, and operational planning. The following stages outline a methodical approach to entering this industry.

Market Research and Business Planning

An investigative step in how to start candle making business involves conducting thorough market research. This includes analyzing target demographics, competitors, price points, and distribution channels. Establishing a clear business plan based on this data helps define goals, budget, and marketing strategies.

Key components of a business plan include:

- Product range and unique selling propositions (USPs)
- Initial investment and cost structure
- Sales and marketing plan
- Operational logistics and supply chain details

- Revenue projections and break-even analysis

Acquiring Skills and Equipment

Candle making combines artistry with technical know-how. Prospective entrepreneurs should familiarize themselves with various wax types, scent blending, wick selection, and safety standards. Workshops, online courses, and supplier consultations can provide valuable education.

Initial equipment investment typically includes:

- Double boilers or wax melters
- Thermometers and pouring pitchers
- Wicks of varying sizes
- Molds and containers
- Fragrance oils and dyes
- Labels and packaging materials

Balancing cost-efficiency with quality is essential to maintain product standards without overextending budgets.

Legal and Regulatory Considerations

Understanding the legal framework is crucial in how to start candle making business. Local regulations may impact manufacturing processes, labeling, and retail practices. Entrepreneurs must obtain necessary licenses and permits, adhere to fire safety codes, and ensure product liability coverage.

Labeling requirements often include ingredient disclosure and safety warnings, particularly for scented or therapeutic candles. Compliance with standards such as those from the Consumer Product Safety Commission (CPSC) in the U.S. can prevent legal complications.

Marketing and Distribution Strategies

Effective promotion and distribution are integral to transforming candle making from a

hobby into a sustainable business.

Branding and Positioning

A compelling brand identity helps differentiate products in a crowded marketplace. This involves designing attractive packaging, crafting a memorable brand story, and emphasizing quality or sustainability credentials. Social media platforms such as Instagram and Pinterest are powerful channels for showcasing candle aesthetics and engaging with potential customers.

Sales Channels

Deciding on sales outlets shapes operational focus. Options include:

- **Online Stores:** E-commerce websites and marketplaces like Etsy offer broad reach with relatively low overhead.
- **Wholesale:** Supplying boutiques, spas, and gift shops can generate larger volume orders.
- **Craft Fairs and Markets:** Direct customer interaction provides valuable feedback and brand exposure.
- **Subscription Boxes:** Partnering with curated product boxes can introduce candles to niche audiences.

Combining multiple channels can diversify revenue streams but requires careful inventory and customer service management.

Financial Considerations and Scaling Up

Calculating startup costs and ongoing expenses is an essential facet of how to start candle making business. Initial expenditures often range from \$1,000 to \$5,000 depending on scale and equipment quality. Key cost factors include raw materials, packaging, marketing, and workspace rental.

Profit margins in candle making tend to be favorable, typically between 40% to 60%, especially when products are positioned as premium or artisanal. Nonetheless, pricing must reflect production costs, competitive benchmarks, and perceived value.

Growth strategies may involve expanding product lines, enhancing online presence, or outsourcing production to meet higher demand. Maintaining consistent quality and brand

integrity remains paramount during scaling.

Challenges and Risks

Despite promising prospects, candle making businesses face challenges such as supply chain volatility, seasonality in sales, and regulatory changes. Competition from mass-produced candles can pressure pricing and margins. Moreover, ensuring product safety and managing fire risks require diligent quality control.

Entrepreneurs must remain adaptable, continuously innovate product offerings, and leverage customer insights to sustain long-term success.

The pathway of how to start candle making business intertwines creativity with commercial strategy. By thoroughly researching the market, mastering production techniques, and building a strong brand, new entrants can illuminate this vibrant industry with their unique offerings.

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Profitable Candle Business — From Home. Have you ever wished you knew how to start and maintain your candle business, but had no idea where to start? This book takes you on a remarkable journey through unique chapters, each filled with valuable insights, practical tips, and creative ideas to help you establish and flourish in your candle making venture. Whether you're a hobbyist looking to turn your passion into a business or an aspiring entrepreneur seeking to enter the world of candle making, this book is your ultimate guide to success. Here Is A Preview Of What You'll Learn...

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how to start candle making business: Candle Making Like A Pro Vanessa D. Langton, 2015-03-11 The art of making candles has been around since primitive times. Of course, as time went by they become much different in design than what they were back then. Today candle making is a fun hobby or craft. For some, it is a very profitable business venture. Candle making provides you with the ability to create wonderful designs and crafts out of your candles. There is no limit to the shapes, sizes, and colors you can make your candles in. *Candle Making Like A Pro* will teach you everything you need to know about making perfect candles from the comfort of your own home. Imagine you can be making your own candles in just 48 hours from now. Here are just some of the things you will learn from this book: - A brief history of candle making... - Important safety tips you must know BEFORE making any candles... - How to pick the right kind of supplies for wick, wax, fragrance, colorant, molds, and more... - Secrets from expert candle makers that few people ever know about... - 3 little known, yet simple ways to use wicks... - How to create different kinds of candles like gel, soda fountain, whipped wax, sand, layered, ice, balloon, beeswax candles, and more... - 3 proven steps to prime your wicks... - WARNING: 3 things you should never do when it comes to making candles... - 2 simple keys (that are right in front of your eyes) to make scented candles... - Special and unique candle gift ideas... - Tips and tricks for selling your candles... - How to avoid these common candle making problems... - And much more...

how to start candle making business: Entrepreneur's Start-Up Handbook: Manufacturing of Profitable Household (FMCG) Products with Process & Formulations (2nd Revised Edition) NPCS Board of Consultants & Engineers, 2018-03-03 'Startup India, Stand-up India' "Can India be a 'Startup Capital'? Can the youth in the states have the opportunities in the form of start-ups, with innovations, whether it be manufacturing, service sector or agriculture? --- Narendra Modi, Prime Minister of India Startup India Stand up Our Prime Minister

unveiled a 19-point action plan for start-up enterprises in India. Highlighting the importance of the Standup India Scheme, Hon'ble Prime minister said that the job seeker has to become a job creator. Prime Minister announced that the initiative envisages loans to at least two aspiring entrepreneurs from the Scheduled Castes, Scheduled Tribes, and Women categories. It was also announced that the loan shall be in the ten lakh to one crore rupee range. A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to funding. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation. Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design. What is Startup India offering to the Entrepreneurs? Stand up India backed up by Department of Financial Services (DFS) intends to bring up Women and SC/ST entrepreneurs. They have planned to support 2.5 lakh borrowers with Bank loans (with at least 2 borrowers in both the category per branch) which can be returned up to seven years. PM announced that "There will be no income tax on startups' profits for three years" PM plans to reduce the involvement of state government in the startups so that entrepreneurs can enjoy freedom. No tax would be charged on any startup up to three years from the day of its establishment once it has been approved by Incubator. India Government is promoting finance for start-up ventures and providing incentives to further boost entrepreneurship, manufacturing and job creation. The correct choice of business is an extremely essential step in the process of 'being your own boss'. This handbook contains few formulations of cosmetic products, properties and manufacturing process with flow diagrams of various products. After gathering the above information of products, the decision of choosing an appropriate one will no longer be a cumbersome process. The Fast-Moving Consumer Goods (FMCG) sector, also called the consumer packaged goods (CPG) sector, is one of the largest industries worldwide. FMCGs are generally cheap products that are purchased by consumers on a regular basis. FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people in downstream activities. The FMCG market is estimated to treble from its current figure in the coming decade. Fast Moving Consumer Goods Companies have been expanding rapidly. Most of the product categories like jams, toothpaste, skin care, shampoos, etc, have low per capita consumption as well as low penetration level, but the potential for growth is huge. The industry has developed both in the small scale sector and organized sector. Major contents of the book are banana wafers, biscuits, bread, candy, chocolates, potato chips, rice flakes (poha), corn flakes, baby cereal food, fruit juice, milk powder, paneer, papad, ghee, extruded food (kurkure type), instant noodles, instant tea, jam & jelly, khakhra, soft drinks, spices, sweet scented supari, detergent powder, detergent soap, face freshener tissue, floor cleaner, glass cleaner, henna based hair dye, herbal creams, herbal hair oil, herbal shampoo, incense sticks, lipsticks, liquid detergent, mosquito coils, nail polish, air freshener (odonil type), naphthalene balls, phenyl, shoe polish, tissue paper, toilet cleaner, tooth brush, tooth paste, toothpicks, utensil cleaning bar, packaging. It will be a standard reference book for professionals, entrepreneurs and food technologists.

how to start candle making business: Candle Making: 4 Manuscripts in 1 , Candle Making: 4 Manuscripts in 1 - A Comprehensive Guide for Beginners, Intermediates, and Experts is the ultimate guide to the art of candle making. This book includes four comprehensive manuscripts that cover everything you need to know to create stunning and fragrant candles at home. The first manuscript is perfect for beginners, covering the basics of candle making, including the different types of wax, wicks, scents, and colors. You'll learn how to create a variety of candles, including pillar candles, container candles, votives, tea lights, and floating candles. With detailed instructions and helpful illustrations, you'll be able to create high-quality candles that are sure to impress your family and friends. The second manuscript is for intermediate candle makers, focusing on more advanced techniques, such as using essential oils, creating custom scents, and adding decorative elements like

flowers and glitter. You'll also learn how to troubleshoot common issues that can arise during the candle making process, ensuring that your candles are always of the highest quality. The third manuscript is designed for experienced candle makers, covering advanced techniques, such as making layered candles, incorporating unique materials like sand or seashells, and creating specialty candles like aromatherapy or massage candles. With step-by-step instructions and expert advice, you'll be able to create stunning and unique candles that are sure to impress. The fourth manuscript focuses on the business side of candle making, including marketing strategies, pricing, and branding. You'll learn how to create a brand, design packaging, and effectively market your candles online and in-person. You'll also learn how to price your candles for profit and build a loyal customer base. Whether you're a beginner, intermediate, or expert candle maker, *Candle Making: 4 Manuscripts in 1 - A Comprehensive Guide for Beginners, Intermediates, and Experts* is the ultimate guide to creating stunning and fragrant candles at home. With practical tips, expert advice, and creative ideas, you'll be able to create candles that bring joy and relaxation to any space, while also building a profitable and sustainable business.

how to start candle making business: *The Magic of Candlelight: Exploring the Art of Candle Making* Pasquale De Marco, 2025-04-08 Immerse yourself in the enchanting world of candle making with this comprehensive guide, perfect for both beginners and experienced candle makers alike. Discover the rich history of candles and the science behind their mesmerizing glow. Learn how to choose the ideal wax and wick for your creations, and explore the endless possibilities of fragrance and color combinations. With step-by-step instructions and captivating visuals, this book guides you through the process of creating a variety of candles, from simple votives to elaborate pillars and containers. Master the art of melting and pouring wax, and unleash your creativity with advanced techniques like molding, carving, and decorating. Troubleshooting common candle problems is made easy with this book's expert advice. Overcome challenges such as tunneling, smoking, and flickering, and ensure that your candles burn beautifully and safely. Aspiring entrepreneurs will find valuable insights into starting and growing a successful candle making business. Learn how to choose the right supplies, market your products effectively, and navigate the legal and financial aspects of running a candle making venture. Whether you're seeking a relaxing hobby or a fulfilling career, this book provides all the knowledge and inspiration you need to embark on your candle making journey. Embrace the magic of candlelight and transform your home into a haven of tranquility and beauty. If you like this book, write a review!

how to start candle making business: Startup 500 Business Ideas Prabhu TL, 2019-02-17 Are you an aspiring entrepreneur hungry for the perfect business idea? Look no further! *Startup 500: Business Ideas* is your treasure trove of innovation, housing a collection of 500 handpicked, lucrative business ideas that are ready to ignite your entrepreneurial journey. Unleash Your Potential: Embrace the thrill of entrepreneurship as you explore a diverse range of business ideas tailored to fit various industries and niches. Whether you're a seasoned entrepreneur seeking your next venture or a passionate dreamer ready to make your mark, *Startup 500* offers an array of opportunities to match your vision. 500 Business Ideas at Your Fingertips: Inside this book, you'll discover: Innovative Tech Startups: Dive into the world of cutting-edge technology with ideas that capitalize on AI, blockchain, AR/VR, and more. Profitable E-Commerce Ventures: Tap into the booming e-commerce landscape with niche-specific ideas to stand out in the digital marketplace. Service-based Solutions: Uncover service-oriented businesses that cater to the needs of modern consumers, from personalized coaching to creative freelancing. Green and Sustainable Initiatives: Embrace eco-friendly entrepreneurship with ideas focused on sustainability, renewable energy, and ethical practices. Unique Brick-and-Mortar Concepts: Explore captivating ideas for brick-and-mortar establishments, from themed cafes to boutique stores. Social Impact Projects: Make a difference with businesses designed to address pressing social and environmental challenges. Find Your Perfect Fit: *Startup 500* goes beyond merely presenting ideas; it provides a launchpad for your entrepreneurial spirit. You'll find thought-provoking insights, market research tips, and success stories from seasoned entrepreneurs who transformed similar ideas into thriving businesses.

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how to start candle making business: Candle Making Business 2021 Clement Harrison, 2021-01-10 The thriving hobby-turned-business idea hidden in plain sight. About 70% of US households use candles. Just stop and think about the size of that market for a second. If you're a home candle maker, you could be sitting on a gold mine you haven't yet unearthed. There are candles for just about every market you can imagine: novelty candles for gifts; aromatherapy candles for relaxation; household candles for practical lighting; elegant tapers for fancy dinners; floating candles to create ambience... the list is endless. But then, you already know that. The problem most candle makers face is not how to make candles: there are hundreds of books out there for that. The problem is how to turn those candles into a lucrative income stream. The problem is figuring out how to continue to do what you love while selling hand-crafted candles that you can guarantee are safe and high quality. Every. Single. Time. That means you need up-to-date information on licensing, legal requirements, and setting up the business side of things when what you're really passionate about is making candles. In *Candle Making Business 2021*, you'll find everything you need to turn your passion into a successful startup. You'll discover: The psychological leap you need to make in order to turn your hobby into a rewarding business A step-by-step overview of the different types of candles so you can be sure you're always on the right track A detailed look at wax and wicks with the view to creating product consistency The #1 mistake most home candle-makers make, and how to avoid it (hint: 'candles' is a big niche!) Why Yankee Candle is one of the most successful candle making companies in the world, and how you can mirror their success Why 'burn time' matters in the grand scheme of your business The secret to running a successful business when the idea of 'business' makes you want to cry How successful marketing will help you speak to the demographic that will buy 90% of your candles (and how to do it well) Up-to-date information on everything you need to know about licensing, legalities and safety laws And much more. If you know your candles are good enough to sell but you haven't got the faintest idea of how to get started, you don't need a business guide, and you don't need a candle making book. You need to know the business information that's relevant to your candles, and you need to know how to use it. The candle market is a hugely lucrative niche, and there's a place for you within it. You simply need to find that place and learn how to make your candles stand out from the crowd, safe in the knowledge that you can guarantee product consistency and a quality that rivals the most successful sellers in the field. Your candles already shine. Discover how you can make sure everyone else knows that as well. If you're ready to take your candle making to the next level and turn your passion into a goldmine, then scroll up and click Add to Cart right now

how to start candle making business: Candle Making Business 101 Grace Holmes, 2021-06-29 Do you want to start your own candle business quickly... without wasting time or money... even if you have never made a candle before? Then keep reading... You love candles, the different fragrances, shapes and sizes. Everything about them makes you feel relaxed. You are constantly buying more candles, spending all your hard earned money on the next fancy fragrance. One day, it dawns on you... why not create your own? Then you can make your candles in any scent and look you desire. Why should you be giving money to other people when you could be earning that money yourself? Don't panic, it's not too late. I know what you are thinking, you are seeing a lot of homemade candle companies popping up left right and centre. Who is going to buy your candles over the next candle company? But you don't have to worry, there is space for you in the market, if you implement the right strategy. According to Verified Market Research (2020), the candle market is set to grow to USD 6.64 Billion by 2027 which is an 87.6% increase from 2020. This is a huge

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