



Candles and incense as potential sources of indoor air pollution--market analysis and literature review

By -

Books LLC, Reference Series. Paperback. Book Condition: New. This item is printed on demand. Paperback. 54 pages. Original publisher: Washington, D. C. : United States Environmental Protection Agency, Office of Research and Development, 2001 OCLC Number: (OCoLC)53060972 Subject: Candles -- Environmental aspects -- United States. Excerpt: . . . candles at a reasonable price, since they can pass on savings accrued by avoiding middlemen, slotting fees paid to retailers, and advertising costs (Packaged Facts, 1999). There have been many types of new entrants to the growing candle market. Market research analysts believe that new marketers are attracted to this burgeoning market because candles are relatively simple to make, color, and fragrance, and novelty designs easily attract the buyers attention (Packaged Facts, 1999). The scented candles market has seen a lot of cross-category encroachment, as fashion designers, perfume manufacturers, and specialty chain marketers introduce their own lines of candles. For example, upscale retailers, such as The Gap, Pottery Barn, Pier One, and the Bombay Company, are marketing scented candles under their own trademark. SC Johnson, too, began selling candles fragranced with many of Glades air freshener trademark scents (Packaged Facts, 1999). Meanwhile, dedicated candle outlets,...

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