

# SCIENTIA NATURAE GROUP PROJECT

## Assignment 2



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# 1. Introduction

In this report we embark on a multi-faceted exploration of market segmentation with a focus on Cecilia's Home. Our analysis dives deep into the intricacies of market segmentation from both theoretical and practical standpoints, offering valuable insights for Cecilia's Home to optimize its market positioning and customer engagement strategies.

Chapter 2 introduces market segmentation from a theoretical perspective, breaking it down into four key types: demographic, geographic, behavioral, and psychographic segmentation. This foundational knowledge sets the stage for understanding how these segmentation types can be applied effectively in the context of the home fragrances market, particularly in the scented candles segment.

In Chapter 3, we transition from theory to application, specifically tailoring our segmentation approach to Cecilia's Home. We revisit the Task 1 to ground our analysis in practical insights, followed by a detailed discussion on customer segmentation, segment selection, and the development of three buyer personas. This chapter offers a nuanced understanding of Cecilia's Home's current market position and potential growth areas, with a keen focus on aligning their products with the needs and preferences of distinct customer segments.

Our aim is to provide a comprehensive roadmap for Cecilia's Home to navigate the complex landscape of market segmentation. This roadmap not only identifies potential customers but also delves into their motivations and buying behaviors, thus enabling Cecilia's Home to tailor its offerings and marketing strategies more effectively.

## 2. Market Segmentation: A Theoretical Perspective

Since this report will focus on providing valuable information for Cecilia's Home concerning the characteristics of potential customers in the home fragrances industry and specifically the scented candles segment – helping the company to identify the main categories of customers that may be interested in buying its products –, it is useful to introduce the process through which this goal will be achieved.

The STP (Segmentation, Targeting and Positioning) process, these days, is one of the most used strategic approaches in marketing. It focuses on commercial effectiveness, selecting the most valuable segments for a business and then developing a marketing mix and product positioning strategy for each segment. As the name suggests, it concerns three distinct phases. Segmentation concerns dividing the market into segments containing customers showing needs that are similar among themselves (*internal homogeneity*) and different from other segments' components (*external heterogeneity*). Therefore, it is the process of dividing a market into meaningful groups that are relatively similar and identifiable. The purpose of market segmentation is to enable the marketer to tailor marketing mixes to meet the needs of one or more specific segments. As it will be explained later in this report there are several criteria a company can use to segment a market. Targeting is the second phase, once a company has segmented the market it has to choose which segment (or segments) to target with its products, even for this topic there will be a section dedicated below, and specifically tailored on Cecilia's Home needs. Lastly, the third phase is positioning, it has to do with placing the company in an ideal map with the goal of distinguishing competitors according to the set of characteristics that are perceived as the most valuable by the customers.

In this section, the aim is to deepen the first aforementioned phase: segmentation. When analysing market segmentation, the first thing to do, after properly defining it, is to understand the different types in which it can be divided. Having a look to this distinction is extremely important, since people take purchasing decisions according to several criteria, that may differ among markets, and mainly because the information that companies take from this kind of analysis can be much more valuable using a criterion rather than another one, it depends on the product that is sold and customers' characteristics, among other things.

The most commonly used framework to identify market segmentation types involves demographic, geographic, behavioural, and psychographic segmentation, as illustrated in the figure below.

# Market segmentation



Figure 1. Market segmentation framework

## 2.1 Demographic segmentation

Demographic segmentation is one of the simplest and most common methods of market segmentation. It involves breaking the market into customer demographic factors such as age, gender, religion, educational qualification, profession, and income.

This is a straightforward type of segmentation with three key advantages:

- It's easy to collect information and thanks to that it is possible to improve personalization, because demographic segmentation allows to present different messaging to different demographic segments;
- It's simple to measure and analyse data;
- It's cost-effective, because it permits to target the most relevant customers and ensure that there is minimal waste in the advertising budget.

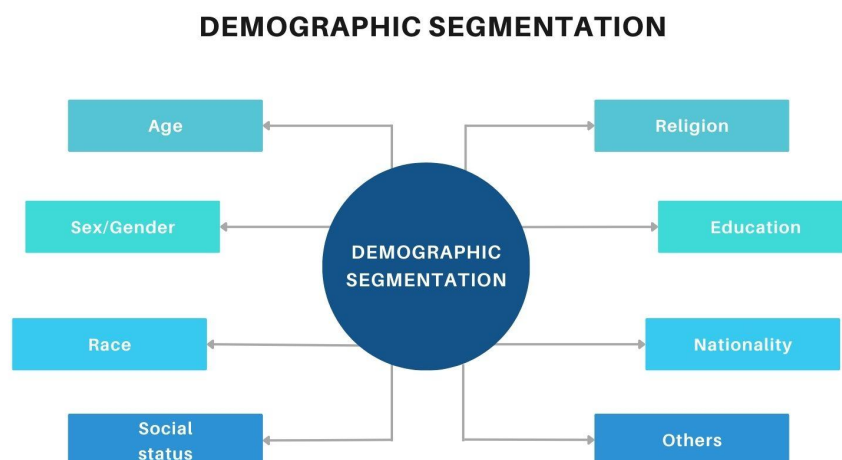
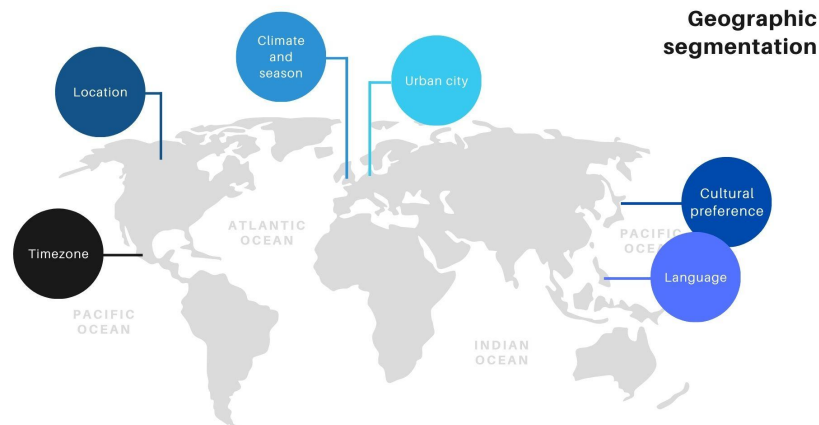


Figure 2. Demographic segmentation framework

## 2.2 Geographic segmentation

Geographic segmentation is the process of grouping customers based on where they live, where they work and where they shop. It is based on geographic location (country, region, city, area and zip code), and is used to target products, services or marketing messages at people who live in, work in, or shop at a particular location.



*Figure 3. Geographic segmentation*

There are six factors that pertain to geographic segmentation and can be used to create useful customer segments:

1. Location (country, state, city, ZIP code)
2. Time zone
3. Climate and season
4. Cultural preferences, population of reference
5. Language
6. Population type and density (urban, suburban, exurban or rural)

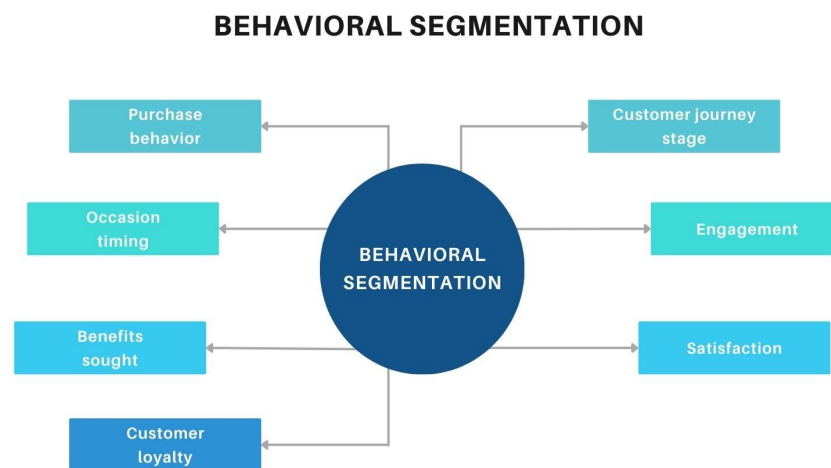
The main advantages and benefits that a business can get from conducting a geographic segmentation are:

- The fact that it is an easy tool to implement because it requires fewer data points and as a result, it offers a quick and effective route into personalized marketing and can offer tangible ways to reach potential customers using only their location as a starting point.
- It provides a higher product relevancy, which helps to improve sales and also to create better relationships between customer and business.
- It is useful to improve advertising effectiveness, because by presenting more targeted advertisements, a business is able to reach relevant customers.

Geographic segmentation is not always the best strategy to employ. Small businesses working in localized areas will benefit a lot from targeting their marketing to just these areas. Big businesses with products that have consumer hotspots in specific regions will also benefit from it.

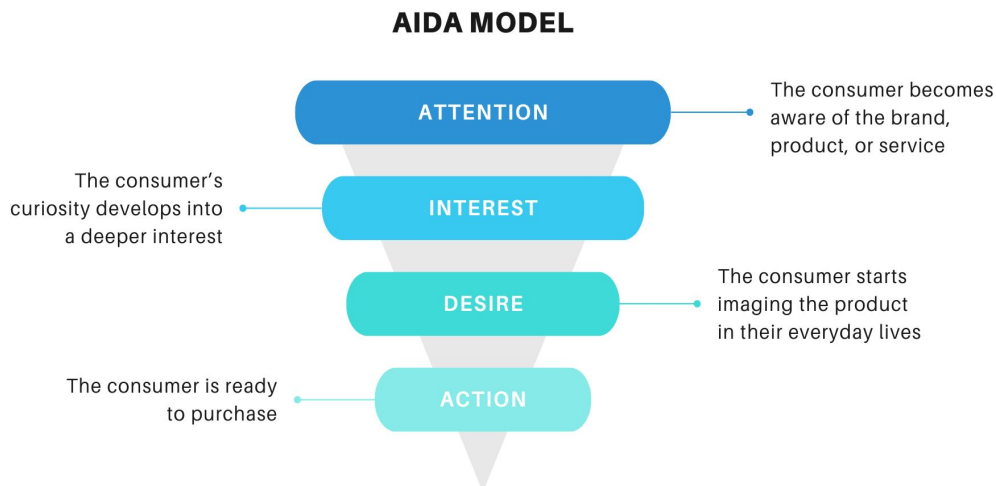
## 2.3 Behavioural segmentation

Behavioural segmentation relies heavily on market data, consumer actions, and decision-making patterns of customers. It is the process of sorting and grouping customers on the behaviours they exhibit. These behaviours include the types of products and content they consume and the cadence of their interaction with an app, website or business.



*Figure 4. Behavioural segmentation framework*

In other words, the behavioural segmentation depends on the purchase habits of customers, this action takes time and considerations to be made. A customer's buying journey develops in four main stages, which are resumed in the **AIDA model**. This model indicates the phases through which the consumer goes from knowing the brand to carrying out an action such as purchasing a product or requesting information.



*Figure 5. AIDA model framework*

The AIDA model recognizes this process of deliberation as a sequence of 4 steps:

1. *Attention* or *Awareness*: the consumer becomes aware of the brand, product, or service. In this phase it is important to attract attention of the target triggering processes of activation, perception, and emotion.
2. *Interest*: the consumer's curiosity develops into a deeper interest. There is an active interest in the product.
3. *Desire*: the consumers start imagining the product in their everyday lives. The consumers express a preference and demonstrate a concrete intention to purchase the product.
4. *Action*: the consumer is ready to purchase.

The advantages of doing a behavioural segmentation can be summarized as follows:

- It identifies the most engaged users.
- It improves messaging accuracy, because it allows marketers to optimize their positioning and marketing messages toward the customer data at hand.
- It provides refined personalized experiences.
- It builds brand loyalty.



## 2.4 Psychographic segmentation

Psychographic segmentation groups ideal and existing customers by personality characteristics, including subconscious or conscious beliefs, motivations, and priorities to explain and predict consumers' behaviour.

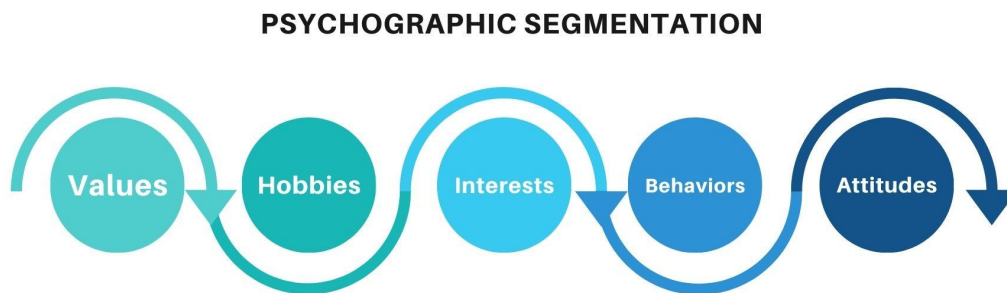


Figure 6. Psychographic segmentation

Companies can group customers according to their:

- Personality
- Hobbies
- Social status
- Opinions
- Life goals
- Values and beliefs
- Lifestyle

The advantages of this technique also include:

- *Create targeted campaigns.* With psychographic segmentation, a firm can group its customers based on any of the above variables to create more targeted and personalized campaigns.
- *Understand consumers better.* The most important benefit of psychographic segmentation is that it can help to better understand customers. Knowing their motivations for the products they purchase allows a business to create more accurate buyer personas, create products for the right people, and improve marketing efforts.
- *Improve communication with customers.* When a company understands its customers better, it can improve communications with them by sending targeted messages that compel them to act.

Psychographic segmentation also has some cons. The main one is that it cannot tell everything that is necessary to know about the audience because a firm has limited information.

There are several methods to collect psychographic data, but the simplest is to use surveys to learn more. Unfortunately, through surveys a firm risks not receiving enough responses to adequately illustrate each segment.

Additionally, psychographic segmentation can be easily misunderstood, because it does not use quantitative data, so marketers can accidentally make incorrect assumptions about customers. Collecting this data is also time-consuming, and most companies don't have the resources to do it properly. Therefore, if a business wants to use psychographic segmentation, it is best to combine it with quantitative data to ensure that it is targeting the right customers at the most appropriate times.

So, best practices for psychographic segmentation in marketing include:

- *Conduct surveys.* Surveys are the easiest way to collect psychographic segmentation data. Surveys should ask several questions to help customers describe their personalities.
- *Interview customers.* Interviews with open-ended questions about consumer behaviours and motivations allow shoppers to tell firms more about themselves. Unfortunately, these are time-consuming initiatives, so many companies cannot implement them.
- *Involve customer service.* Companies' customer service team can tell companies a lot about their customers because they interact directly with them. Involving customer service in the process can ensure they are asking customers the right questions to gather as much data as possible.
- *Combine the data.* Data is essential in marketing; without them, the risk is to make incorrect assumptions about the audience. Data can confirm and demonstrate why firms segment customers into certain groups and help them create more effective targeting techniques.

By focusing on psychographics, marketers can connect with consumers on a more personal and emotional level, driving both engagement and loyalty.

### 3. Cecilia's Home Market Segmentation

In the last section every segmentation type of the chosen framework has been presented. This analysis is useful to understand which of the previously presented choices can be the best one for a brand like Cecilia's Home.

Firstly, it is necessary to ask what motives drive their purchasing decisions. So why do people use home fragrances?

- To create a relaxing atmosphere and improve the mood. One of the main reasons people love home fragrances is because they can create a relaxing atmosphere in their homes. A pleasant scent can help to calm people's mind, reduce stress, and help make their home a more relaxing place to be.
- To make home feel more inviting. The first thing guests notice when they enter other people's home is its fragrance. A pleasant scent can create a warm welcome atmosphere to make people feel comfortable and relaxed.
- To eliminate unpleasant odours.
- To create a cozy ambiance. Home fragrances can also help to create a cozy atmosphere in people's homes. A warm and welcoming fragrance can make home feel more comfortable and cozier, especially during the colder months.
- To enhance home décor. Many people love home fragrances, not only for the scent, but for the way they look as well.

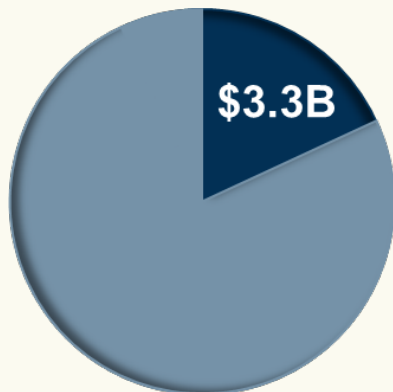
Moreover, when looking at the scented candles category, the main reasons driving purchases are:

- Aesthetics and atmosphere. Their delicate presence can transform an ordinary setting into a cozy oasis, making them an essential element for romantic dinners, relaxing baths, or intimate gatherings.
- They relax and reduce stress. The soft, warm light they emit calms the mind and body and offers a break from the fast-paced modern world. Lighting a candle and taking a moment to observe the calming flame can be a simple but powerful mindfulness practice. The soft, atmospheric light encourages deep breathing and allows one to relax and find solace in the present moment.
- Fragrant pleasures. In addition to their visual appeal, candles also offer an olfactory journey. Scented candles are very popular as they can evoke emotions, memories and create a pleasant sensory experience. The scent of a beloved candle can be calming, invigorating or even therapeutic, enhancing the overall atmosphere and making it memorable.

- Rituals and symbolism. The soft glow of candles is often associated with spirituality, hope and reflection. This symbolism goes beyond the religious context and makes candles an integral part of personal rituals, such as creating a cozy environment for self-care, making resolutions, or celebrating special occasions.
- Romance. Candles, for a long time, have been considered synonymous with romance and create an intimate atmosphere. Their warm glow and soft light have the power to evoke feelings of love, passion, and intimacy. A candlelit dinner, a surprise marriage proposal or a simple evening spent with loved ones can be transformed into magical moments by the romantic appeal of candles.
- Artistic expression and home decoration. Candles aren't only functional objects, but also serve as artistic expression and decorative elements. The wide range of shapes, sizes, colours and designs available on the market allows everyone to create their own personal aesthetic. Candles can effortlessly complement interior design by serving as centrepieces, focal points or accents that enhance the overall look of a room. From minimalist to elaborate designs, candles offer versatile canvas for creativity.

Since scented candles represent a segment of the home fragrances market, it is reasonable to think, as it has been proved, that the reasons why people buy both kinds of products are pretty similar. Carefully analysing the previously mentioned points, the type of segmentation that best suits Cecilia's Home case is the psychographic one. The choice will be reflected in the segmentation and targeting phases proposed in the following sections of this report.

### 3.1 Task 1 recall



**\$25B**

*is the value of the global home fragrances market (Statista, 2023).*

*The market is projected to experience a positive trend in the coming years.*

The global candles market is valued at \$3.3B. Meanwhile the scented candles segment, including soy and bee wax, is valued at USD 481.61 million. It is expected to reach USD 820.06 million by 2029 (Reanin, 2023).



## ITALY

### Key stats

Population:  
58.87m

Household  
goods spending:  
€1,340

Revenue per  
capita: €3.24

Statista (2023)

In the Italian market home fragrances and candles represent the most popular wellness product. In fact, 73% of respondents regularly use or buy home fragrances products.

**€195 Million** revenue generated in 2023.

The market is expected to experience mild growth.

## 3.2 Customer segmentation

Scientia Naturae in-house brand, Cecilia's Home, introduces a highly demanded line of Scented Candles. These products are soy-based and rigorously hand-poured, thus providing them an added value compared to other products in the market.

Given the characteristics of the products, it is possible to segment the market to better understand the profile and needs of the potential customers.

In this section, attention is drawn mainly upon the scented candles products. This is a result of the role played by the candle product category in the market as well as its role as main margin contributor for Cecilia's Home. It is worth noting the greater consideration for the category as an export product (Statista, 2023). Therefore, when referring to candles this will encompass the general category of home fragrances.

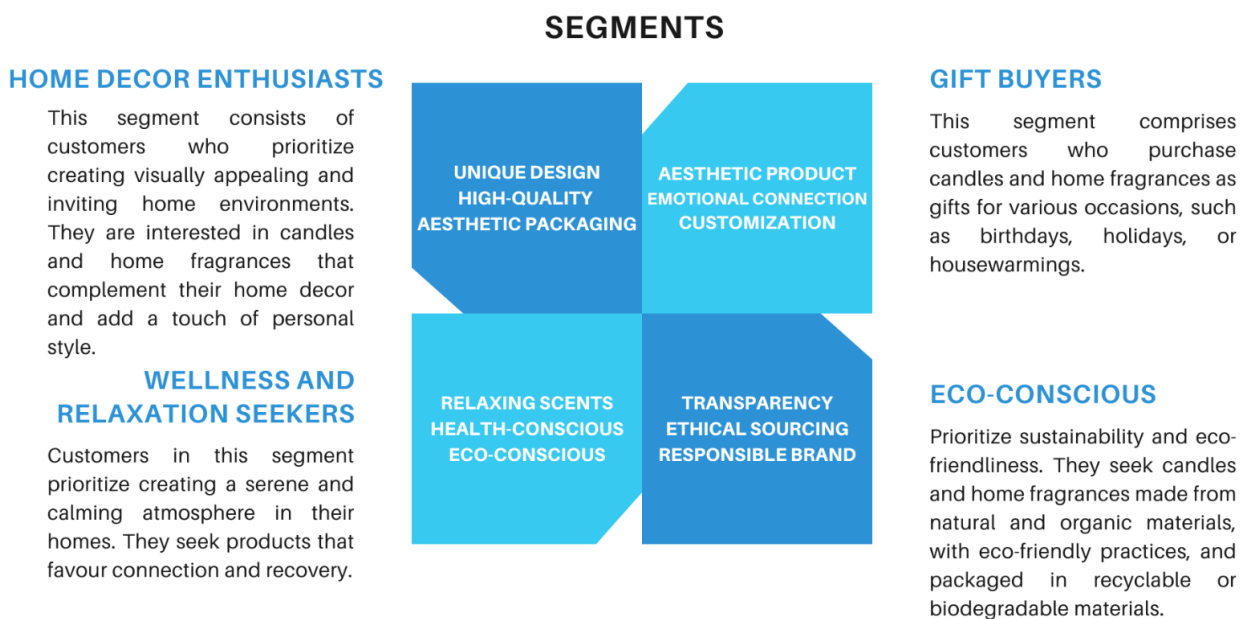
The Italian scented candles market, despite a stable environment, is receptive to new product offerings, such as candles with alternative materials. In this panorama, Cecilia's Home can create its own space but before it is necessary to understand who it is interacting with. In fact, limiting the scope of the venture to the Italian region would be detrimental when considering the role played by importing countries such as Germany, the UK, and France (Statista, 2023; CBI, 2023). Therefore, in this report, the segments and buyer personas are drawn based on a set of characteristics that can be extended to potential online customers from different European regions.

The segmentation techniques often rely on a set data gathered through proprietary CRMs, surveys, or website's analytics. In the absence of data, a qualitative assessment can be sensible as well. The COVID-19 pandemic has led to an increased focus on home-related trends, such as creating a comfortable, luxurious interior and merging the outdoors and indoors, which in turn has increased the significance of home fragrances in creating atmosphere and mood. Candles have become an important part of creating ambience, celebrating special occasions, and gifting, aligning with the long-term trend of connecting with others and creating a sense of home. Accordingly, we can consider the following trends:

- **Candle Packaging and Design:** greater value is given to the candle container and packaging becomes a distinguishing factor.
- **Craftsmanship in Fancy Candles:** attention to craftsmanship is highly appreciated while fancy candles have become desirable decorative accessories and gifts.
- **Communication of Values and Stories:** stories and identity are welcome; the customer finds an extension of their values.

- **Wellness and Self-Care Trend:** European consumers prioritize wellness and self-care, particularly in body and mind. Candles play a significant role in spas and yoga practices.
- **Sustainability in Candle Market:** social and environmental sustainability are mounting consumer needs; eco-friendly materials have gained traction as well as accountability for industrial practices (CBI, 2023).

Based on the characteristics observed in the market, there are 4 main segments.



*Figure 7. Market segments*

### 3.3 Segment selection

Cecilia's Home products are hand-made, with natural or organic ingredients, presented in a refined manner thus justifying a higher than average price point. Given the specific characteristics of the offering, including candles – sprays, essential oils – the brand is best aligned with the *Home Décor Enthusiast* segment.

Here are some justifications for choosing the home decor segment:

- A) **Market size and growth:** with the increasing popularity of home improvement and interior design, this segment presents opportunities for long-term growth and profitability.

- B) High engagement and repeat purchase behaviour: home decor enthusiasts tend to be highly engaged and passionate about creating a personalized and aesthetically pleasing living space. This segment often exhibits repeat purchase behaviour as they continuously update their decor or purchase items for different rooms or occasions.
- C) Premium pricing potential: the home decor segment often allows for premium pricing compared to other segments. Home decor enthusiasts are willing to spend more on high-quality, stylish, and unique products to elevate their home decor. By targeting this segment, Cecilia's Home potentially generate higher profit margins and increase revenue.
- D) Opportunities for differentiated products: home decor enthusiasts appreciate unique designs, high-quality materials, and aesthetically pleasing packaging. This provides opportunities for Cecilia's Home to differentiate its products and create a competitive advantage by offering distinctive and visually appealing items. This segment often seeks products that stand out and align with their personal style, preferences, and home decor vision.
- E) Cross-Promotion and upselling opportunities: customers in this segment may appreciate complementary products and accessories that enhance and complement their existing home decor. Candles can become the gateway for then to offer a broader range of products and capitalize on cross-selling opportunities.

The reasons mentioned above make the case for the alignment of the Home Décor segment with Cecilia's Home brand. Conversely, there are sound reasons why not select another interesting segment, namely, the Eco-Conscious one. The increasing popularity of sustainable products renders such products more enticing to customers, thus justifying a higher price (Pwc, 2023). However, the market is still young, so limiting the target to die-hard eco-practitioners would limit Cecilia's business. Given that some segment characteristics may be overlapping – a clear general sustainability trend - it is safe to assume there exists a type of customer within the Home Décor segment that values even more sustainability within the realm of design.



### 3.4 Buyer personas

According to Opresnik (2021), information used for segmentation, such as demographics, psychographic, occasion and behaviour can tell the story of the potential buyer. In other terms, personas are the result of the efforts from a variety of domains for identifying, constructing, and assessing segments of people to optimize some performance metrics, such as conversion rate or average time spent.

Here are the identified buyer personas categories, followed by a specification of each.:

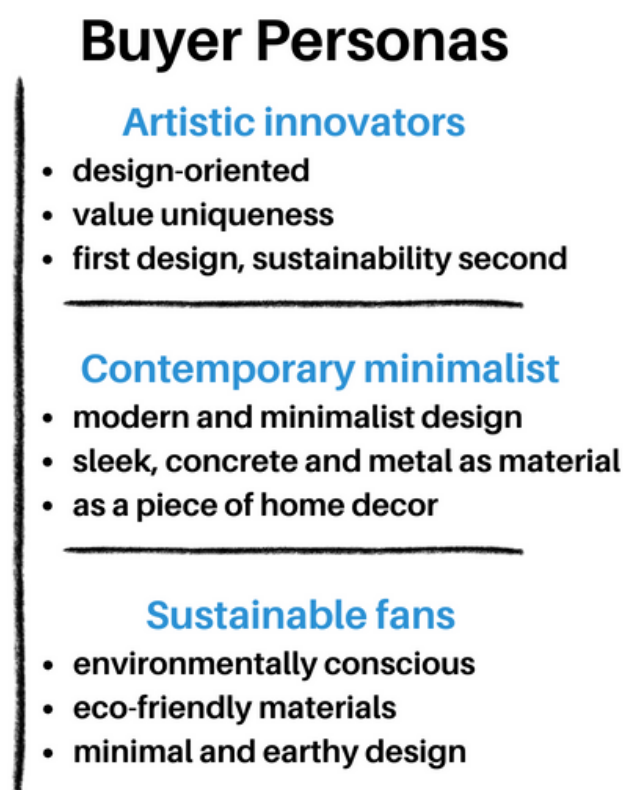


Figure 8. Buyer personas

### 3.4.1 Sustainable fans

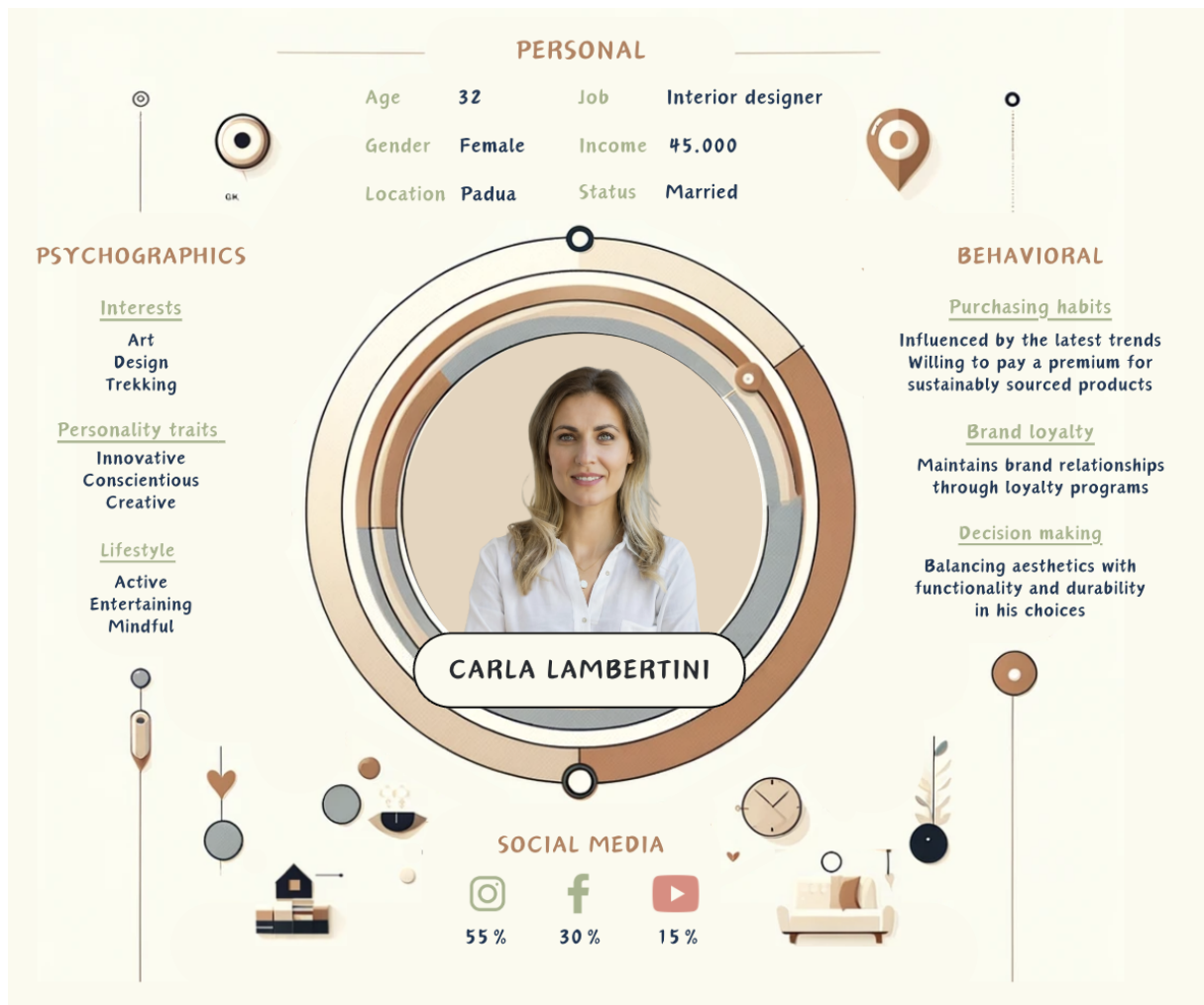


Figure 9. Sustainable fans

Carla Lambertini, a 32-year-old interior designer from Padua, Italy, represents a consumer who is both conscious and connected (Datareportal, 2023). Carla represents the target segment of consumers which are selective in their splurging, often gravitating towards high-quality, experiential products, including premium home fragrances (McKinsey, 2023). Their purchasing behaviour mirrors the shifting dynamics in household spending amidst economic uncertainties (Euromonitor, 2023). Brands are increasingly using loyalty partnerships to provide enhanced value and utility to program members. This approach meets customer expectations for relevant offers and experiences, boosting brand affinity and loyalty by being more present in members' daily lives (ICF, 2022). Carla's choices in home fragrances, influenced by market trends, reflect his commitment to creating a harmonious and aesthetic living space. Her decisions align with the growing global consumer trend towards products that are not only luxurious but also sustainable and digitally accessible (Yahoo Finance, 2023).

### 3.4.2 Contemporary minimalist



Figure 10. Contemporary Minimalist

Zoe Baratella, a 45-year-old working at a well-known law firm, epitomizes the contemporary minimalist segment with a profound appreciation for modern and minimalist design. Her lifestyle revolves around refined minimalism and contemporary aesthetics over opulence. Her preference for understated elegance translates into her choices, prioritizing functionality, durability, and superior craftsmanship. She gravitates towards clean, sophisticated designs, reflecting her appreciation for subtle elements in her living space. Her calm and stylish home, defined by its minimalist allure, reflects her dedication to maintaining a sophisticated and clutter-free atmosphere with a relaxed vibe. A careful selection in her purchasing habits is evident, as she seeks items that seamlessly integrate into her curated lifestyle. Despite her inclination towards exploring new designs, she also shows strong brand loyalty that spans many years (Investopedia, 2023). Her careful selection process, together with a commitment to brands that align with her values, has fostered lasting relationships with those brands (LinkedIn, 2023).

### 3.4.3 Artistic innovators

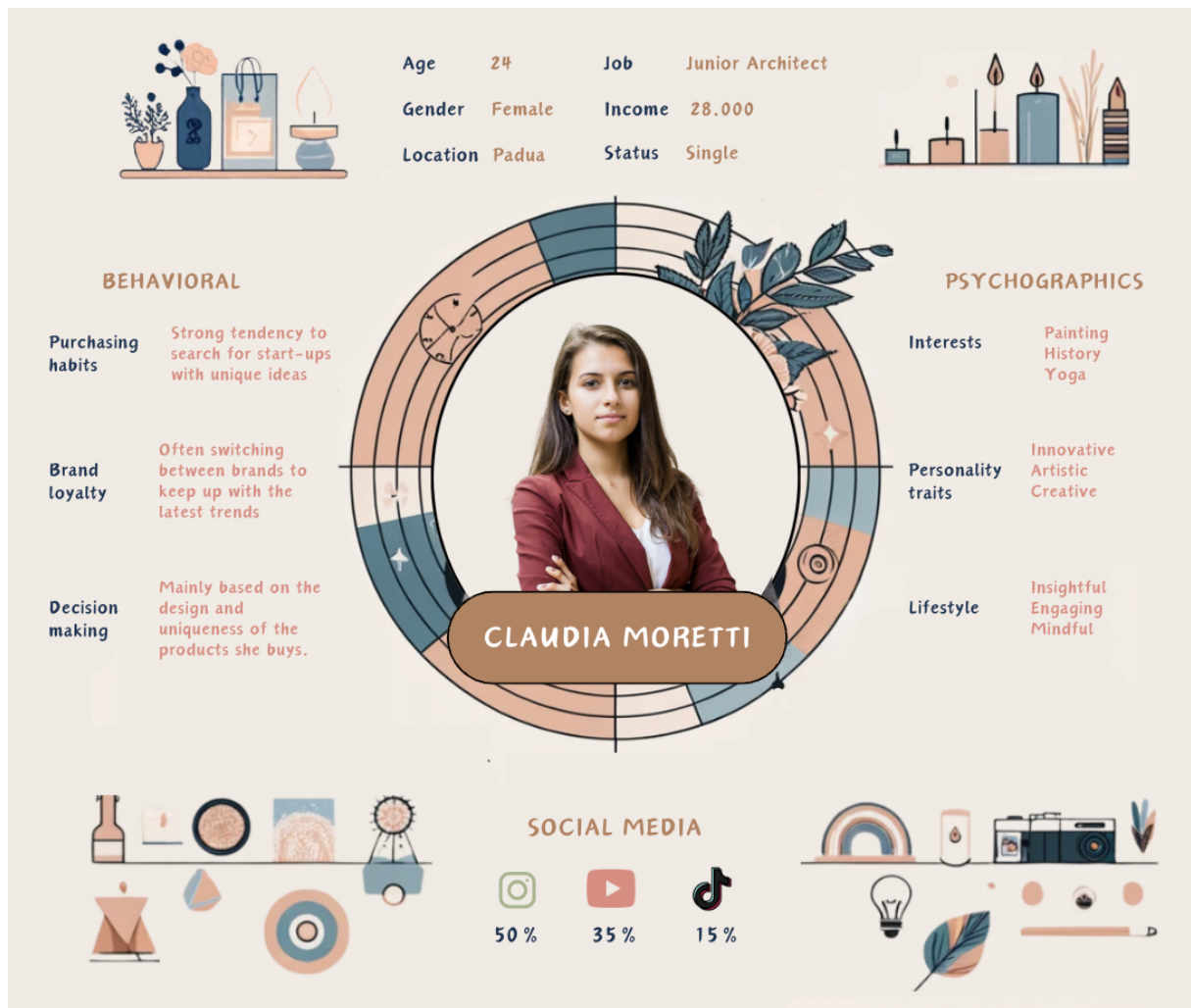


Figure 11. Artistic innovators

Claudia Moretti, a 24-year-old recently graduated junior architect with a strong passion for arts and innovative ideas. She represents the target of the typical innovators, often looking for new brands and start-ups with eye-catching designs, different from the masses. Her interest in scented candles and home fragrances aims to improve the overall quality of the looks of her daily life at home. Her behavioural attitudes are based on her perception of aesthetics, which tends to be more colourful and complex than the average buyer. The constant search for the best design on the market, makes her jump between brands, rendering loyalty programs less effective on her. A better leveraging factor for brands, instead of working on customers' fidelities to gain approval from this prototype, is to engage in more “out of the box” ideas for the packaging and the exterior elements that will make their product stand out even more (LinkedIn, 2018). The decision-making of this prototype put sustainability as a second priority after design, therefore slightly deviating from the current market trend, making them a bit more challenging to target in a cost-effective way (Ernest and Young, 2023)

## 4. Conclusion

As we conclude this comprehensive analysis, it's evident that market segmentation is not just a theoretical concept, but a vital tool in the practical world of marketing, especially for a niche business like Cecilia's Home. Our exploration through the various chapters has provided a thorough understanding of how segmentation, particularly in the home fragrances industry, can be leveraged to enhance customer engagement, satisfaction, and business growth.

The strategic application of demographic, geographic, behavioral, and psychographic segmentation, as discussed in Chapter 2, serves as a foundation for Cecilia's Home to identify and target specific customer groups. By understanding these diverse customer segments, Cecilia's Home can tailor its products and marketing strategies to meet the unique needs and preferences of each segment.

In Chapter 3, we effectively bridged theory with practice, applying our segmentation insights to Cecilia's Home. The development of buyer personas based on detailed segmentation enables Cecilia's Home to not only capture a broader market but also to foster deeper connections with its customers. These personas guide targeted marketing campaigns, product development, and overall brand positioning, allowing Cecilia's Home to resonate more profoundly with its customer base.

This report underscores the importance of a customer-centric approach in today's dynamic market landscape. For Cecilia's Home, this means continuously adapting to changing consumer trends, preferences, and behaviors. The insights gleaned from this report should not be viewed as static; rather, they should evolve with the market and the customers themselves.

In conclusion, the application of market segmentation offers Cecilia's Home a pathway to not only survive but thrive in the competitive home fragrances market. By focusing on the identified customer segments and continuously adapting to their evolving needs, Cecilia's Home can achieve sustainable growth and a strong market presence.

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