

CANDLE MAKING NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

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CANDLE MAKING NICHE REPORT

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NICHE OVERVIEW

As always I've "hacked" apart a hot niche market this time in the DIY hobby niche of "candle making". This is a niche that women mostly are very passionate about.

Over the past five years, improving incomes and the introduction of a variety of scented and colored candles has helped the industry recover from lows incurred during the recession.

Going forward, the Candle Manufacturing industry is expected to continue benefiting from growing demand for candles domestically and abroad.

INTRODUCTION

Candle making was developed independently in many places throughout history. Candles were made by the Romans beginning about 500 BC. These were true dipped candles and made from tallow.

Candles were made from whale fat by the Chinese, during the qin Dynasty (221–206 BC).

In India, wax from boiling cinnamon was used for temple candles. In parts of Europe, the Middle-East and Africa, where lamp oil made from olives was readily available, candle making remained unknown until the early middle-ages.

Candles were primarily made from tallow and beeswax until about 1850, but subsequently have been made from spermaceti, purified animal fats (stearin) and paraffin wax.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- Market size of around \$20 million
- Market posted a 1.3 percent growth during 2009 - 2014.
- Approximately 361 candle manufacturing companies in U.S.
- Employs more than 6,000 workers in manufacturing, distribution & sales.

DEMOGRAPHICS:

- 7 out of 10 U.S. households use candles
- 90% of all candles are purchased by women
- Important factors affecting candle sales are scent, color, cost and shape
- Votives, container candles and pillars are currently the most popular types of candles with American consumers
- Major U.S. manufacturers typically offer between 1000 to 2000 varieties of candles in their product lines.
- 35% of candle sales occur during the Christmas/Holiday Season
- Non-seasonal business accounts for approximately 65% of candle sales
- Gift for the holidays (76%)
- House warming gift (74%)
- Hostess/dinner party gift (66%)
- Thank you (61%)
- Adult birthday gifts (58%).

Source: [Candles](#)

NICHE DEMAND

candles	↗	49,500
how to make candles	↗	14,800
candle making	↗	8,100
scented candles	↗	8,100
candle wax	↗	4,400
how to make scented candles	↗	2,400
wedding candles	↗	1,600
christmas candle	↗	1,300

From the volumetric point of view, more than 90,000 searches on Google in a month shows the interest in this niche. There are multiple keywords and other terms present that represents good amount of search volume.

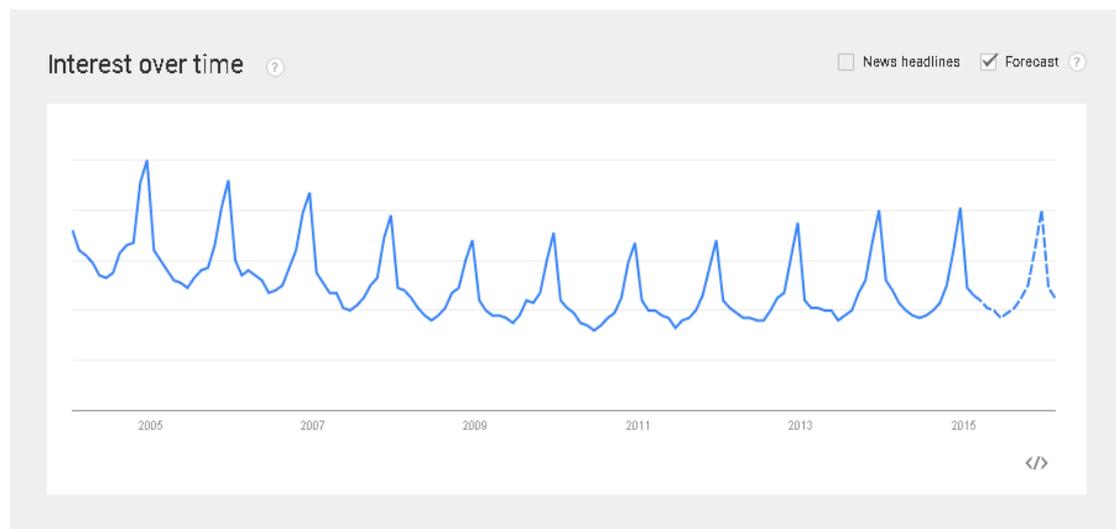
Common Google Searches

Here's what people are searching on Google for...

how to make candles candles **quotes**
scented candles candles **game**
candles **wholesale** candles **lyrics**
yankee candles **amazon** candles

These can be used for content development, or as filtering keywords that would help the website for SEO.

NICHE GROWTH & MONTHLY SEARCHES



The trend in popularity of candle market is regaining its position after the recession. The market is experiencing a slow and steady approach towards development. The niche is gaining more and more popularity.

Mature niches like these can actually be very good to enter into as all the research has been done and the problems solved, making it easy to get the information you need to compete.

SUB-NICHES TO EXPLORE

- Candle Making at Home
- Easy Candle Making
- Candle Making Business
- Candle Making Process
- Candle Making Machine
- Candle Making Equipments
- Candle Making Kits

May also be interested:

- Craft Work
- DIY Jewelry
- Art
- Pottery
- Clay Modelling

MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

Most Popular Content	Shares
Luxury Candles	124026
DIY: Floating Candles	62266
Armageddon: 91 Roman Candles!	52351
DIY cinnamon candles that look great and smell even better!	50432
Win A Year's Supply Of Yankee Candles	39389

As you can see people excited and motivated to share content such as articles, educational books in this niche.

DOMAIN NAME IDEAS

DOMAIN NAME
candlecandymaking.com
thecandlemaking.com
yankeecandlemaking.com
candlejewelrymaking.com
candle-making.info
lightmaking.org
candlestartmaking.com
firesmaking.com
flamesmaking.org
flamesmaking.com

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Flamingo Candles	@flamingocandles	4805
Alison	@buzylizzy1	65100
Judy Specht	@scentxpressions	7969
Zaineb	@zainebmolnar	
42	@larryyys	7576

These are the 5 most influential people in the market niche on candle making.

Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy, but instead potential partners who can send you traffic and work with you.

AFFILIATE PRODUCTS:

This sort of items you can market to candle making enthusiasts apparent to offerings online. In this niche people are buying mostly books.

Products on Amazon:

Amazon has over 464,579 products listed, ranging from just a few dollars to a hundred dollars.

1-16 of 464,579 results for "candle"

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
WBM Himalayan Light	\$7.46	424	4.5
Mrs. Meyer's Clean Day Soy Candle, Lemon Verbena, 7.2 Ounce Jar	\$8.54	292	4
13 oz Smell My Nuts Mason Jar Candle	\$9.99	319	4.5
Aspen Bay 20 Oz Jar Capri Blue Candle – Volcano	\$27.70	221	4.5
Scented Candles (Lavender) Soy Wax Aromatherapy Candle	\$10.95	64	4.5
Root Scented Seeking Balance Relax Candle, Geranium Lavender	\$14.28	47	4.5

Clickbank:

There are over 77 products related to the topic on CB.
Incorporate these items from Clickbank to maximize profits.

Displaying results 1-10 out of 77 (pg. 1 of 8)

Results per page:

Product	Price	Commission	Gravity
Candle Making 4 You ~ Best Converter!	\$24.3 6	75.0%	0.74
Candle Maker's Companion: High-converting, 75% Aff Commission	\$26.7 9	25.0%	0.12
New Long Candle Forex Trading	\$52.6 6	75.0%	0.3
Options University Candlestick Secrets Charting Trading Strategies	\$31.8 5	75.0%	0.00

Most Clickbank products offer 25-75% commission meaning generous payouts.

Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
Candle Wic	5%	Unknown
General Wax	15%	Unknown
Click 2 Sell	75%	Unknown

CPA and Other Offers

Offer	Payout	Cookie	Type	Network
JewelScent - US	\$8.00	Unknown	Lead	Get Offers Direct
AS SEEN ON TV - JewelScent US - Adv643	\$5.60	Unknown	cpa	BananaAds
JewelScent - US	\$8.00	Unknown	cpa	Get Offers Direct
Candle Making 4 You ~ Best Converter!	75%	Unknown	revshare	ClickBank
Home Candle Making Made Easy	70%	Unknown	revshare	ClickBank
Recipe To Candle Making	50%	Unknown	revshare	ClickBank

Kindle

Title	Author	Price	Star Rating	Reviews
Candle Making: How To Make Candles At Home (#1 Guide to Making Beautiful Candles)	Liz Bale	\$2.99	4.8	4
Candle Making: How to Make Candles At Home - The Simple Candle Making Guide for Beginners	SARAH WATSON	\$2.99	4.5	19
Candle Making: How to Make Candles at Home from Scratch: (Candles - Candle Making - Candle Making Business)	Mariam Tobishi	\$2.99	4.9	9
Candle Making Genius: How To Make Candles That Look Beautiful & Amaze Your Friends	Beth Shaw	\$0.99	4.5	17
Candles: Creating Candles Like a Pro: How to Make Candles Like a Pro: (Candles - Candle Making - Candle Making...	John Web	\$2.99	4.2	12

Google Play Books

Book Title	Author	Price
<u>Perfume Soap and Candle Making: The Beginners Guide</u>	Irene Palmer	\$2.64
<u>Candle Making Like A Pro: A Complete Guide on How to Make Perfect Candles at Home for Fun & Profit</u>	Vanessa D. Langton	\$4.80
<u>The Process Of Candle Making</u>	Home, Self Help	\$3.00
<u>Candle Making Supplies</u>	How To Books, Home Remedies	\$2.96
<u>Candle Making Additives</u>	Home, Self Help	\$3.00
<u>Books On Candle Making</u>	Home, Self Help	\$3.00
<u>The History Of Candle Making</u>	Home, Self Help	\$3.00
<u>Books On Candle Making</u>	How To Books, Home Remedies	\$2.96

Google Play Apps

App	Cost
Candle Making	\$1.15
Candle	Free
Candle	Free
Droid Candle	Free
Magic Candle	Free
Romantic Candle	Free
Candle Light Free	Free
Perfume Soap Candle Making Pv	Free
3D Melting Candle	Free
Real Candle	Free

Udemy Courses

Course	# of Lectures	Rating	# of Reviews	Price
Candle making to start your Own Profitable Business	9	8	144	\$50

Itunes Apps

App	Category	Star Rating	Review
Toca Birthday Party	Education	872	3
Tiny Cakes	Games	472	3
VirtuWicks: Candle Maker Mini!	Games	54	3
120 Candle Making Recipes	Lifestyle	35366	3
Birthday Card Maker - Wish happy birthday with best photo greeting ecard and sms message	Lifestyle	7	3
Cake DIY!	Entertainment	321	3
Cupcake Studio Free - Junior Chef's Dessert Maker Bakery with Baking and Cooking Games	Games	22	3
Christmas Cake Maker – Free cakes and cupcake cooking game	Games	5	N/A
Making Soap and Candles	Lifestyle	7	3
VirtuWicks: Candle Maker!	Games	12	3

BLOGS, FORUMS AND SOCIAL MEDIA:

Google blog search shows over 2 million pages and posts indexed about Candle, so there's no shortage of content ideas and bloggers to network with.

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and inspiration.

Top Candle Making Blogs:

Blog	Social Media	Email List
US Candle Company Blog	Yes	Yes
Natures Garden Fragrance Oils	Yes	Yes
Candle Warmers Blog	Yes	Yes
Prosperity Candle Blog	Yes	Yes
Natalie's Candle & Beauty Blog	Yes	Yes

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

Candle Making Forums

Forum	Members	Posts
Craft Forum	76,531	606,644
Bella Online	57571	811363

These are some of the top forums catering to Candle Making.

The membership numbers clearly show how simple it can be for you to discover and help solve issues for your **audience** and traffic to your site can start pouring in.

Social Media

Facebook has millions of people interested in Candles. It's a great place to network, advertise, get traffic, meet others in the niche and more.

Facebook Most Popular Pages

Page	# of Likes
WoodWick Candles	231142
Imperial Candles	136582
Bella Candles.com	237442
Jewelry Candles	319237

Facebook Most Popular Groups

Group	Members
Jewelry In Candles - Success Team	4505
BUY, SELL & SWAP - Candles & accessories	1470
Team Yankee - Yankee Candle Global Fan Appreciation Group	2592

. Most Popular Youtube Channels

Channel	Video #	Subscribers
allybruce08	123	1045
mrscrafty100	134	5207
NaturesGarden	197	8773
CandleScience	11	2541
Natural Candle Supply	3	448
HomeCandleCreations	9	3580
www.candlemaking.com.au	23	1089
Peak Candle Supplies	3	1459
MakingYourOwnCandles	10	1465
Natures Garden	50	779

Popular Reddit Groups

Group	Members
Weekend Candle Making	2,926,051
Decorative Candle Making	111,249
Exquisite candle making.	384,206

Scoop It Groups

Group	Views
Shopatusm Wholesale Wedding Centerpieces	2400

Pinterest Pinners

Pinner	Followers
Diamond Candles	39859
Prize Candle	3673
Pic Candle	4799
Nikki Hendrix (Candle Addict)	39775
{Organic Candles}	6352
Candles & Favors	1784
Candle Impressions	1716
Yankee Candle	13842
Village Candle	1445
Rocky Mountain Beeswax Candles	1905

WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already sold in the niche show a profitable and in demand niche.

It's also a great idea to get a look at what successful site owners have done and emulate them.

Site	Sold For
candlebusinesscorner.com	\$1700
candlemarketplace.com	\$7500
candlemarketplace.com	\$5900

WHY ARE PEOPLE IN THIS NICHE

- They are decorative works of art you can use to decorate your home
- It's a fun and creative hobby
- They add ambiance to a house which women like
- The end result is relaxing for the people who make them
- It's a cheap and fun activity
- It's a good way to customize the home without much expense.

MOST COMMON TOPICS AND QUESTIONS

These questions / topics are problems that need solving. Solve them in your content and through your product recommendations and you'll have a happy audience ready to spend money.

Amazon, Clickbank and other networks have products which cater to these problems.

1. I've never made candles before. Is it difficult? How do I get started?
2. How can I figure out how much wax and fragrance I will need to make my candles?
3. How do I determine the burn time of my finished candle?
4. What can I do to prevent my candles from fading if I have them outside?
5. Why do I need to test burn my candles?
6. What will my final cost be in my finished candles?
7. I hear a lot of talk about phthalates and phthalate-free fragrance oils. What does this mean?

WHO'S ADVERTISING IN THE NICHE

Advertising is a strong sign of a profitable niche. People don't spend money on ads if they can't profit from it.

These are the 2 major advertisers on Google.com:

Company	Selling
Candle Making Tools	Tools
Free Candle Making	Candle

BLOG TOPIC IDEAS

These are some proven blog topic ideas that would work well in this niche:

1. The History Of Candle Making
2. 10 Quick Tips About Candles
3. 10 Things Your Competitors Can Teach You About Candle Maker
4. What Will Candle Making Be Like In 100 Years?
5. 14 Common Misconceptions About Candles
6. Simple and Economical Emergency Candle Making
7. DIY Candle Making - Basic Equipment Needed
8. Candle Making Supplies For Your Homemade Projects

For more ideas check out the following resources:

- <http://ideas.contentforest.com/>

- <http://www.hubspot.com/blog-topic-generator>

REASONS TO GET INVOLVED IN THE NICHE

- The candle market is recovering after struggling in the recession period and is estimated to be worth \$20 million and growing meaning there's a lot of money out there for you.
- Another strong opportunity for the market is promoting candle usage beyond just for eliminating odors and adding seasonal ambiance.
- The niche is growing its popularity in a steady pace that will keep expanding and flourishing. You can see from the Google trends data it's a stable market.
- There's an endless amount of products on offer that you can sell as an affiliate for commission and an unlimited amount of blogs, forums, social media groups and more to drive traffic from.
- With the choice of blogs, social media hubs and forums you'll never be short of content ideas, traffic sources or people to network with.

HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant authority site on candle making.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers.

You get your content ideas from seeing what's popular on other scuba diving blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can grow in no time thanks to the passionate audience in this exciting niche market.

By networking with others in the niche, sharing their content and linking to them, your website will grow. Just watch as they return the favor.

And don't forget to build your email list so you can continue to build your relationship with your audience, drive traffic back to your newest content, and promote to your audience

What You'll Need To Get Started:

- A reliable web-host from the likes of [WP-Engine](#)
- A brandable domain from [NameCheap](#)
- A premium theme from [Studiopress](#)
- Image & graphics from [Photodune from \\$1](#) (don't take images from Google you'll end up in legal trouble)
- An auto-responder to build your email list and contact your customers – [Aweber is just \\$1](#)
- The number #1 email capture tool on the market – [OptinMonster](#), so you can grow your list fast.

WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, you'll find it useful whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs as I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

These niches make for great authority sites / blogs as they have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.

How you choose to use them is up to you but make sure you DO use them as simply researching will get you nowhere...taking action will!

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If you have any questions, queries or problems.

Or just want to chat then get in touch below...



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- <https://www.facebook.com/groups/nichehacksprivate>
- Email: nichehacks@nichehacks.com