

Europe Wax Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)

Market Report | 2025-06-28 | 160 pages | EMR Inc.

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Report description:

The Europe wax market size reached around USD 2.56 Billion in 2024. The market is projected to grow at a CAGR of 2.50% between 2025 and 2034 to reach nearly USD 3.28 Billion by 2034.

Europe Wax Market Growth

Europe possesses a significant candle sector, with production figures reaching 816,047 tons in 2022 and 862,167 tons in 2021. In 2023, the region imported 140,838 tons of candles. Furthermore, candle consumption in Europe for the same year was recorded at 140,838 tons. Wax plays a crucial role in the candle market, serving as the primary material that influences structure, burn quality, and fragrance release, leading to the Europe wax market expansion. The most common types of wax include paraffin, soy, and beeswax, each presenting distinct advantages. Paraffin is known for its cost-effectiveness, soy is recognised for its environmental benefits, and beeswax is valued for its natural, prolonged burn. Additionally, these waxes enhance colour and scent retention, making them particularly suitable for decorative and scented candles.

As per the Europe wax market analysis, Europe possesses a strong cosmetics sector, with estimates indicating that the cosmetics and personal care sector contributes at least 29 billion Euro in added value to the European economy each year. The leading national markets for cosmetics and personal care products in Europe include Germany, France, Italy and the United Kingdom. In the realm of cosmetics and personal care, waxes play a crucial role in enhancing product stability, texture, and moisture retention. Commonly utilised waxes such as carnauba, beeswax, and candelilla are found in creams, lip balms, and lotions, offering emollient properties and a smooth finish. Additionally, waxes assist in shaping products like lipsticks and in preventing the separation of ingredients.

Key Trends and Developments

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Europe wax market growth can be attributed to increasing demand for personal care and cosmetic products, expansion of candle production, and growth of the packaging sector.

April 2024

Exxon Mobil Corporation, a prominent American multinational oil and gas enterprise introduced a new product brand named Prowaxx. This brand serves as a foundational element of the product portfolio, providing a range of wax types with improved clarity to assist customers in their decision-making process.

December 2022

BASF, a German chemical manufacturer introduced Euperlan NL Pearl, the inaugural wax-based pearliser for cosmetics that complies with COSMOS standards. This product has been designed to cater to consumer demands for opacifying and pearling effects without the use of pigments, consequently driving up the Europe wax market share.

May 2020

A Europe-based manufacturer, Kerax Ltd, known for its wide array of wax-based products secured a 5 million Euro distribution agreement in Australia. Additionally, the company enhanced its research and development capabilities following the receipt of a grant from the Manufacturing Growth Fund.

Wide Application in Industrial Sector

The expansion of multiple sectors throughout Europe has led to a heightened demand for waxes, especially high-performance synthetic varieties, known for their durability and protective properties.

Increasing Demand for Personal Care and Cosmetic Products

The beauty and skincare sector in Europe significantly depends on waxes for various items such as lotions, creams, and lip balms. These waxes contribute to the products' texture, stability, and moisture retention, resulting in a steady demand for both natural and synthetic waxes.

Expansion of Candle Production

One of the notable Europe wax market trends is the rising demand and production of candles in the region. The rising consumer interest in decorative and aromatherapy candles has led to a continuous utilisation of waxes such as paraffin, soy, and beeswax. This trend is propelling the market, particularly as consumers increasingly prefer eco-friendly and clean-burning candle alternatives.

Growth of the Packaging Sector

As the packaging sector in Europe expands, particularly within the food and e-commerce domains, there is a growing application of waxes in moisture-resistant coatings and adhesives. This trend supports sustainable packaging initiatives and enhances the demand for both natural and synthetic waxes.

Movement Towards Sustainable Materials

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European consumers and businesses are placing a higher emphasis on eco-friendly materials, which is driving the demand for renewable waxes, such as soy and beeswax, as alternatives to petroleum-based products. This shift aligns with sustainability objectives across various sectors, including food, cosmetics, and packaging.

Europe Wax Market Trends

The market is experiencing significant growth, propelled by increasing demand in the personal care, packaging, and candle sectors. A notable trend is the transition towards sustainable and natural waxes, including beeswax, soy, and carnauba, which resonate with Europe's strong commitment to eco-friendly products. In the personal care sector, natural waxes are preferred for skincare and cosmetic formulations, as consumers are progressively inclined towards clean-label and plant-based alternatives, leading to the Europe wax market growth. The candle sector is also witnessing expansion, with a preference for natural waxes that offer cleaner burning and enhanced home fragrance. In the packaging sector, wax coatings are utilised for moisture resistance, particularly in food and e-commerce packaging. Furthermore, advancements in synthetic waxes for industrial uses, such as adhesives and polishes, are also playing a role in the overall growth of the market in Europe.

Europe Wax Industry Segmentation

The EMR's report titled "Europe Wax Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type:

- Mineral
- Synthetic
- Natural

Market Breakup by Application:

- Candles
- Packaging
- Plastic and Rubber
- Pharmaceutical
- Wax Bag
- Cosmetics and Toiletries
- Adhesives
- Others

Market Breakup by Country:

- United Kingdom
- Germany
- France
- Italy
- Others

Europe Wax Market Share

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Based on type, the market is segmented into mineral, synthetic, and natural. The natural segment is projected to dominate the market, representing a CAGR of 3.1% during the forecast period, leading to the Europe wax market development. Natural waxes provide environmentally friendly and biodegradable alternatives, decreasing dependence on petroleum-derived products. They are non-toxic, rendering them suitable for clean-burning candles, mild cosmetics, and sustainable industrial uses. These waxes promote choices that are beneficial for both the environment and health.

Leading Companies in the Europe Wax Market

Major players in the market are emphasising on the production of eco-friendly wax to improve Europe wax market outlook.

AAK AB

Headquartered in Malmo, Sweden, AAK AB was established in 1871 and focuses on plant-derived oils and fats for various sectors, including personal care, food, and pharmaceuticals. The company is recognised for its commitment to sustainable practices, offering waxes suitable for food-related applications, cosmetics, and industrial purposes.

Repsol S.A.

Founded in 1987 and headquartered in Madrid, Spain, Repsol S.A. operates as a global energy enterprise engaged in the production of gas, oil, and petrochemicals. The company is a provider of premium paraffin and other waxes, catering to sectors such as packaging, cosmetics, and agriculture, consequently leading to the expansion of Europe wax market size.

Polwax S.A.

Established in 1999, Polwax S.A. is based in Jaslo, Poland. The company specialises in paraffin waxes and serves sectors including rubber, packaging, and wood processing, with a strong emphasis on tailored, high-quality wax solutions and innovation in product development.

Kerax Ltd.

Kerax Ltd., founded in 1962 and located in Chorley, United Kingdom, manufactures a diverse array of waxes for use in cosmetics, candles, and industrial applications. The company prioritises renewable and sustainable wax solutions to meet the varied needs of different sectors.

Other major players in the market are BASF SE, Shell Plc, H&R Group, Evonik Industries AG, Paramelt B.V., and HF Sinclair Corporation, among others.

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