

WILLIAMS&MARSHALL STRATEGY

GLOBAL MARKET INSIGHTS

Demo version of the report

# Slovenia: Candles Market

October 2017

Market research

## Report overview

This report presents a strategic analysis of the candles market in Slovenia and a forecast for its development in the next five years. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the candles market in Slovenia, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

### **The report on the candles market in Slovenia includes:**

- Analysis and forecast for the economy and demographics of Europe;
- Analysis and forecast for development of the market volume (market size), value and dynamics;
- Market breakdown (by origin, by product types, etc.) in both volume and value terms;
- Volume, dynamics and analysis of domestic production (past, current and future);
- Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);
- Volume, dynamics and analysis of imports (past, current and future);
- Volume, dynamics and analysis of exports (past, current and future);
- Volume, dynamics and analysis of consumption (past, current and future);
- Value chain analysis and structure of price formation;
- Analysis of the factors, influencing the market development (market growth drivers, restraints, recent state programs, etc.);
- Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;
- Main distribution channels for the retail sales of candles in Slovenia;
- Analysis and forecast of the trends and levels of supply and demand on the market;

- Analysis of the major trade flows;
- Forecast for market development in the medium term (including three possible scenarios for development).

**Brief overview of the used methodology:**

- Analysis of official statistical information;
- Semi structured interviews with market experts;
- Semi structured interviews with corporate clients of the market;
- Analysis of information, received from the main market participants;
- Analysis of secondary information from official sources;
- WMStrategy's own methodology.

**The report contains information on the following products:**

- Candles:
  - Basic candles;
  - Scented candles;
  - Fancy candles.

**The report covers the following countries:**

- Slovenia.

**The report covers the following companies:**

- Producers and traders:
  - The leading manufacturers in the country;
  - Other companies can be added at no extra charge based on your specific requirements.
- Retailers:
  - E.Leclerc
  - Hofer, ALDI Einkauf GmbH & Co. OHG
  - Lidl, Schwarz Group
  - Mercator, Agrokor
  - SPAR, Edeka Zentrale AG & Co. KG

The list of companies, covered in the report can be amended and updated, based on your exact requirements!

**This report will allow you to:**

- Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;

- Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;
- Explore and identify new market opportunities within the market;
- Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;
- Strategically assess market growth potential, demand drivers and restraints on the market;
- Evaluate the key macroeconomic and demographic indicators to get insight into the general trends within the economy;
- See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);
- Get acquainted with the leading companies on the market and their strategic position;
- Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;
- Empower your marketing, branding, strategy and market development, consumption and supply functions with useful and actionable market insights;
- Build your investment strategy by assessing market attractiveness or company attractiveness;
- Build your own market entry or market expansion strategy or evaluate your current strategy;
- Add value to pitches and presentations by using official and accurate data and calculations.

This report is 75% ready and when complete will consist of more than 100 pages. The report will be updated as of the current month of purchase. It can be amended based on your specific requirements in order to meet your individual objectives and information needs.

If you are interested in the candles market in Slovenia, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information and actionable insights, empowering you to make informed decisions and move your business forward!

## Research methodology

The report on the Slovenian candles market uses the unique WMStrategy's research methodology that combines quantitative and qualitative analysis.

### 1. Analysis of official statistical information

This report includes analysis of official statistical information from different public and private sources. The information is used for the interpretation and analysis of data on the volume and dynamics of different quantitative indicators. In the same way, the information is used as basis for building forecasts for the dynamics of the quantitative indicators for the next few years. The exact list of used sources of official information is available in the full report!

### 2. Analysis of information, received from the main market participants

The collection and analysis of information, received from the main market participants is done mainly to understand their competitive positions on the market, to define and assess how different pricing and promotional strategies are utilized on the market and what competitive advantage each of them gives. This information is also used to analyze the assortment and brand presence on the market. The information, received from the main market participants includes company presentations, annual reports, price lists, promotional materials, proposals, etc.

### 3. Analysis of secondary information from official sources

The analysis of secondary information from official sources is used to make the picture of the market complete and full. The data is also used to verify the quantitative analysis and to enrich the qualitative one. Such information includes data from industry portals and publications, trade associations, media agencies, articles and reviews, marketing agencies, commercial databases, WMStrategy's own research studies, and more.

### 4. Semi structured interviews with market experts

Collection and analysis of qualitative information is used to explain different trends, growth drivers, volatility, threats and opportunities of the market. The collection of qualitative information is done through semi structured interviews with market experts. As market experts are considered representatives of the main market participants – manufacturers, distributors, wholesalers, retailers, importers, exporters, unions, professional associations and special publications, whose work is directly related to this particular market on a daily

basis. The format of the semi structured interviews allows us not only to cover the main questions we need to ask in order to understand the logic behind the market, but also to get new insights and to allow new ideas and factors to come into the picture. During the semi structured interviews, the market experts are asked about their views on the future of the market, which are taken into consideration while preparing our forecasts for development. The exact list of interviewed experts is available in the full report or upon request!

## 5. Semi structured interviews with corporate clients of the market

Another way of looking into the specific market is through the point of view of the corporate clients. In this phase of the research, we are using semi structured interviews to understand the perspective of the high-volume clients on the market. This allows for unmatched wide and deep industry understanding.

## 6. WMStrategy's own methodology

The own methodology of WMStrategy can be found in every step of preparing our research studies from the methodology through the processes of collecting and analyzing information to drawing conclusions from it.

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About us

This report is 75% ready and is in completion stage. The structure and the contents of this report can be amended based on your specific requirements and goals. The report will be updated as of the current month of purchase. The final version of the research report will be presented up to 5 working days after your order. If you purchase the Corporate License, you will get an Excel sheet with all the quantitative information in up to 2 working days after your purchase. Feel free to contact us for more information!

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## 2. Executive summary

The Slovenian candles market showed ... dynamics in physical terms in the period 2012-2016. In 2012, it was equal to X thousand tons. In 2012, the indicator ... by X%, after which followed three consecutive years of ... It happened at rates of X%, X% and X%, respectively. So, in 2016, the market volume reached ... for the period at ... thousand tons, which was an overall ... for the period. In the next few years, experts believe that the market will continue ... at rates of X% per year.

In value terms, the candles market in Slovenia showed ... dynamics to the same indicator in volume terms. In 2012, it was equal to X billion EUR...

...

**Table 1 Key indicators on the Slovenian candles market in 2012-2016**

| Indicators  | 2012  | 2013  | 2014  | 2015 | 2016 |
|---|-------|-------|-------|------|------|
| <b>Market volume and value in Slovenia</b>                          |       |       |       |      |      |
| in tons   | X     | X     | 5,722 | X    | X    |
| in 000's of EUR   | X     | X     | X     | X    | X    |
| <b>Volume and value of production in Slovenia</b>                   |       |       |       |      |      |
| in tons   | 6,350 | X     | X     | X    | X    |
| in 000's of EUR   | X     | X     | X     | X    | X    |
| <b>Volume and value of imports to Slovenia</b>                      |       |       |       |      |      |
| in tons   | X     | X     | X     | X    | X    |
| in 000's of EUR   | X     | 3,682 | X     | X    | X    |
| <b>Volume and value of the Slovenian exports</b>                    |       |       |       |      |      |
| in tons   | X     | X     | X     | X    | X    |
| in 000's of EUR   | X     | X     | X     | X    | X    |
| Share of domestically produced goods on the market, in volume terms | X%    | X%    | X%    | X%   | X%   |
| Share of foreign products on the market, in volume terms            | X%    | X%    | X%    | X%   | X%   |
| <b>Average prices on the domestic market</b>                        |       |       |       |      |      |
| Average producer prices, in EUR/ton                                 | X     | 2,215 | X     | X    | X    |
| Average retail prices, in EUR/kg                                    | X     | X     | X     | X    | X    |

*Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)*

## 6. Overview and analysis of the candles market in Slovenia

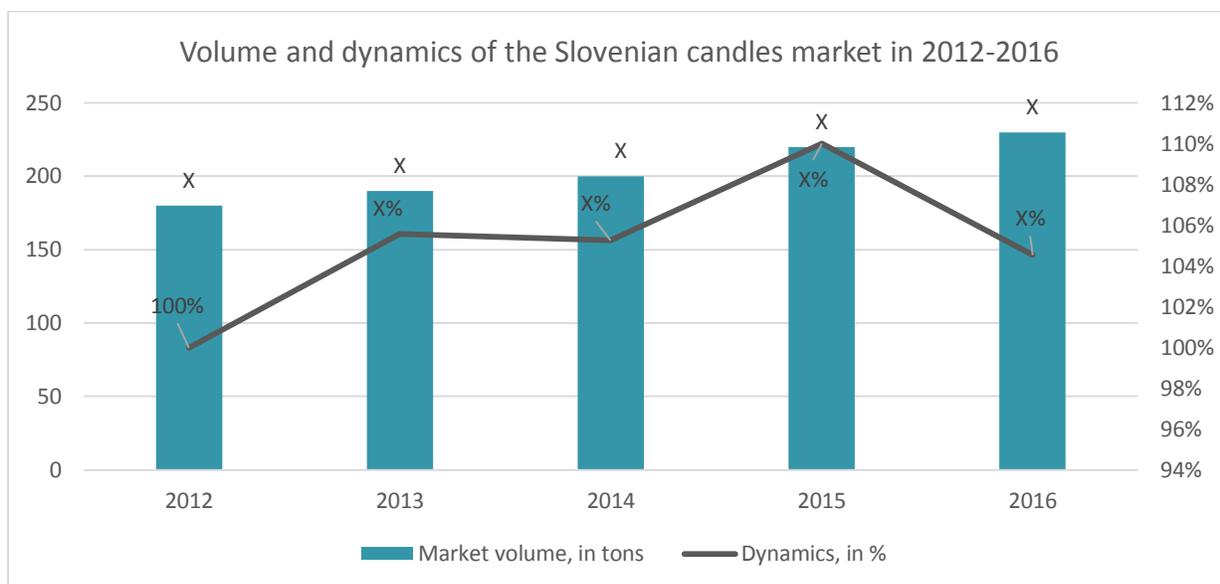
### 6.1. Volume, value and dynamics of the candles market in Slovenia in 2012-2016

The Slovenian candles market showed ... dynamics in physical terms. In, 2012 was equal to ... tons. In the next few years, it ...

**Table 2 Volume and dynamics of the candles market in Slovenia in 2012-2016, in tons and in %**

| Year | Market volume, in tons | Dynamics, in % |
|------|------------------------|----------------|
| 2012 | X                      | X%             |
| 2013 | X                      | X%             |
| 2014 | 5,722                  | X%             |
| 2015 | X                      | X%             |
| 2016 | X                      | X%             |

*Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)*



**Fig. 1 Volume and dynamics of the candles market in Slovenia in 2012-2016, in tons and in %<sup>1</sup>**

*Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)*

...

<sup>1</sup> Please, bear in mind that the figures, presented in this demo version are for illustrative purposes only and might differ from the real figures you will get by purchasing the full report!

### 6.3. Structure of the candles market in Slovenia by origin

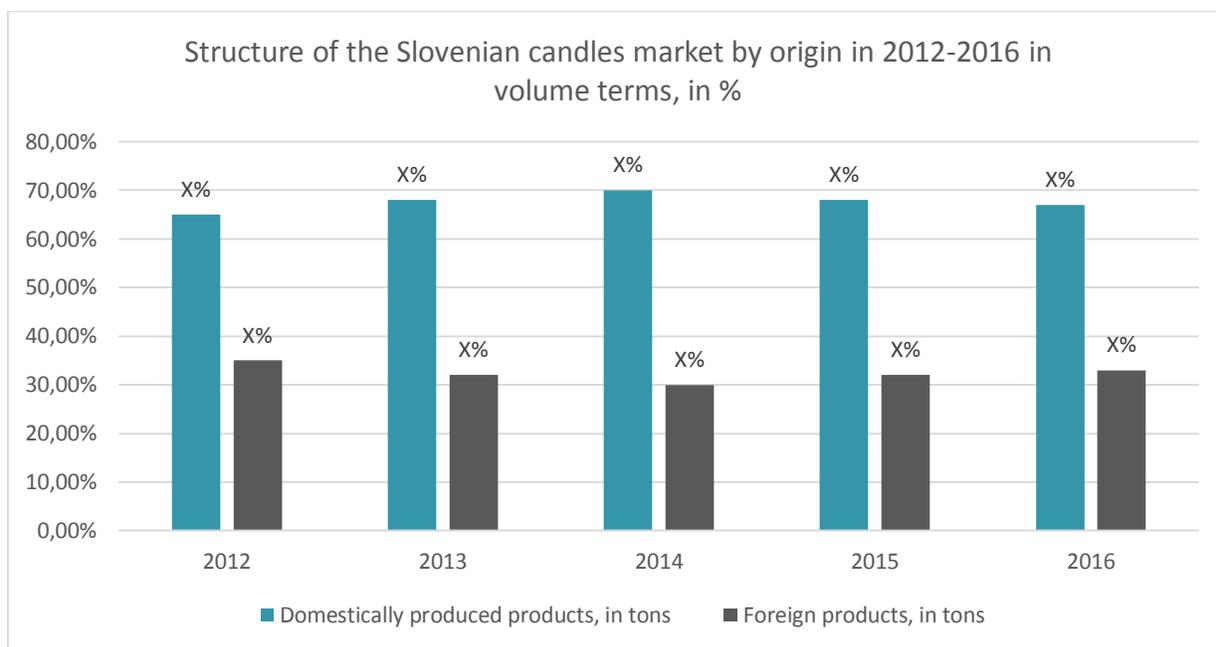
During the whole analyzed period, the market was dominated by products of ... origin in both volume and value terms. In physical ones, the domestically produced products accounted for X%-X% of the market in 2012-2016. The market structure fluctuated a bit throughout the years, but showed similar dynamics in value terms as well. The share of domestic candles in value terms was in the range of X%-X%. Experts believe that this structure will remain at ... levels in the next few years. However, ...

...

**Table 3 Structure of the candles market in Slovenia by origin in 2012-2016, in tons**

| Year | Market volume, in tons | Domestically produced products, in tons | Foreign products, in tons |
|------|------------------------|---|---------------------------|
| 2012 | X                      | X                                       | X                         |
| 2013 | X                      | X                                       | X                         |
| 2014 | 5,722                  | X                                       | X                         |
| 2015 | X                      | X                                       | X                         |
| 2016 | X                      | X                                       | X                         |

*Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)*



**Fig. 2 Structure of the candles market in Slovenia by origin in 2012-2016 in volume terms, in %<sup>2</sup>**

*Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)*

<sup>2</sup> Please, bear in mind that the figures, presented in this demo version are for illustrative purposes only and might differ from the real figures you will get by purchasing the full report!

#### 6.4. Key recent trends on the candles market in Slovenia

Traditionally, in the recent past, people were using candles mainly for religious purposes, mostly in a church during bible reading or various religious ceremonies, or to light a candle in the front yard. The candle used to be a functional commodity. However, with changing lifestyles and rise in disposable income, the user's perception towards candles has been changed.

European customers have started to use the candle as ...

**Table 4 Structure of the Slovenian candles market by product categories by main product segment in brand value in 2016 in value terms, in % to the total**

| Product category | Share in 2016 in value terms, in % |
|------------------|------------------------------------|
| Basic candles    | X%                                 |
| Scented candles  | X%                                 |
| Fancy candles    | X%                                 |
| <b>Total</b>     | <b>100.00%</b>                     |

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)

...

**Table 5 Main trade channels for candles retail distribution in Slovenia in 2016 in value terms, in % to the total**

| Trade channel                     | Share of total sales in 2016 in value terms, in % |
|-----------------------------------|---|
| Supermarkets and hypermarkets     | X%  |
| Furniture and homewares retailers | X%  |
| Convenience stores                | X%  |
| Pharmacies and drugstores         | X%  |
| Independent retailers             | X%  |
| <b>Total</b>                      | <b>100.00%</b>                                    |

*Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)*

...

Nowadays, candles are also used as an individual gift. The candle is an appropriate gift for the holidays, as a house warming gift, a hostess/dinner party gift, a thank you gift, and as adult birthday gifts. In this sense, personalized packaging can add value. For instance, a scented candle that comes in a refillable cedar-wood container, or sets of candles in a gift box.

...

## 6.5. Competitive landscape of the market

...

The candles market in Europe is fragmented. As regards production, there are a few larger key players on the market and hundreds of smaller ones. Their market shares have been relatively stable in the last few years, despite the market fluctuations. Due to the fact that the candles market in Europe has been moving at upwards rates in the last few years, the interest towards it has always been very high. Moreover, ...

...

As regards producing companies, the competitive landscape is not very easy to change as the market entry barriers are considerably high in Slovenia. These require choosing ...

...

## 6.6. Key drivers and restraints for the market development in the medium term

...

Private consumption expenditure is a major driver for the entire home decoration market, including the candle industry. In the upcoming years, the Slovenian private consumption is expected to rise due to expected higher disposable incomes...

Sustainable procurement policies are implemented by government and private bodies and organizations. As sustainability is a very hot topic in Europe at the moment, the companies which can prove the sustainability of their production processes and final products would have a distinctive advantage over the others. Although it might be ...

## 7. Overview and analysis of the domestic production of candles in Slovenia

### 7.1. Volume, value and dynamics of the domestic production of candles in Slovenia in 2012-2016

As an overall, the Slovenian production of candles in physical terms showed ... dynamics in the period 2012-2016. In 2012, in Slovenia were produced 6.350 thousand tons of the product. In 2013, the indicator ... by ...%, which was followed by ... years of .... It happened at rates of ...% and ...%, respectively. In 2016, in Slovenia were produced X thousand tons, which was a total ... of ..., compared to 2012. Experts forecast that in the next few years, the Slovenian production will ... at ... rates of ...% per year.

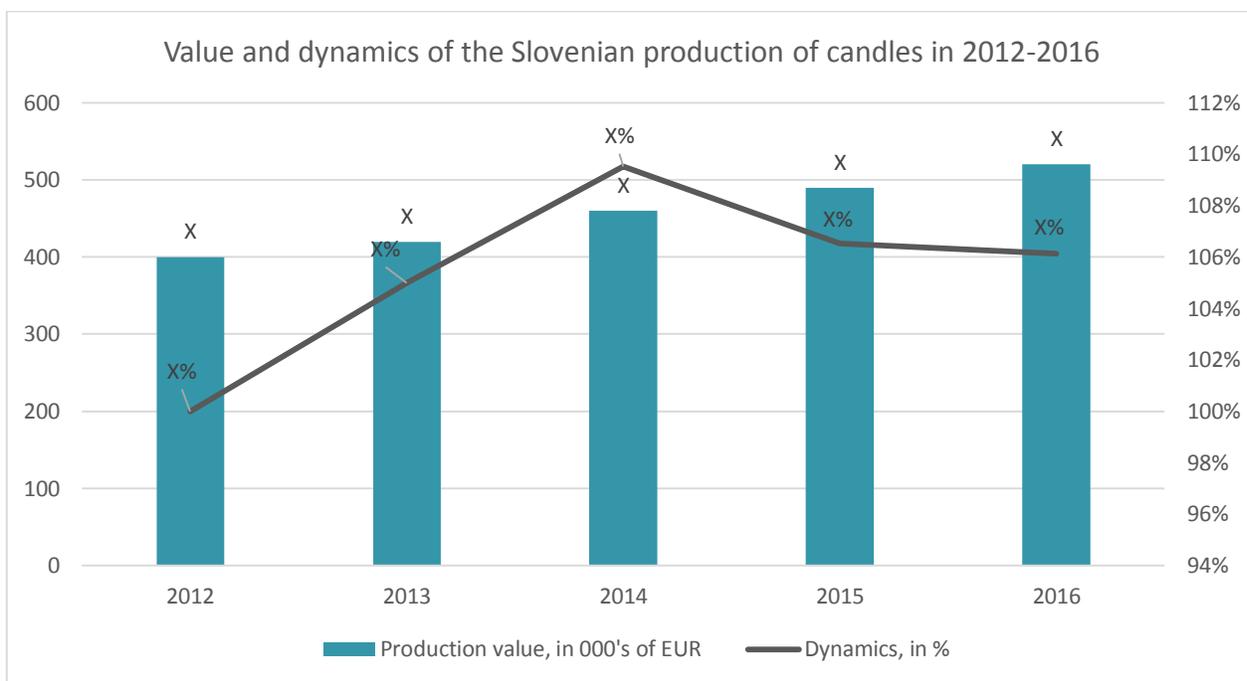
...

**Table 6 Volume and dynamics of the domestic production of candles in Slovenia in 2012-2016, in tons and in %**

| Year | Production volume, in tons | Dynamics, in % |
|------|----------------------------|----------------|
| 2012 | 6,350                      | X%             |
| 2013 | X                          | X%             |
| 2014 | X                          | X%             |
| 2015 | X                          | X%             |
| 2016 | X                          | X%             |

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)

...



**Fig. 3 Value and dynamics of the domestic production of candles in Slovenia in 2012-2016, in thousands of EUR and in %<sup>3</sup>**

*Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)*

...

<sup>3</sup> Please, bear in mind that the figures, presented in this demo version are for illustrative purposes only and might differ from the real figures you will get by purchasing the full report!

### 7.3. Characteristics of the main companies, producers and distributors of candles in Slovenia

...

There is candle production in almost each European country and so there are hundreds of candles manufacturing companies in the region. The majority of them are relatively small and work mostly for their own domestic markets. The companies, which operate internationally usually do so through related companies in the countries of interest. In this way, they are ...

...

#### **7.3.1. Company A**

...

## 8. Characteristics and analysis of the prices of candles in Slovenia

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...

### 8.3. Characteristics of the producer prices of candles in Slovenia in 2012-2016

...

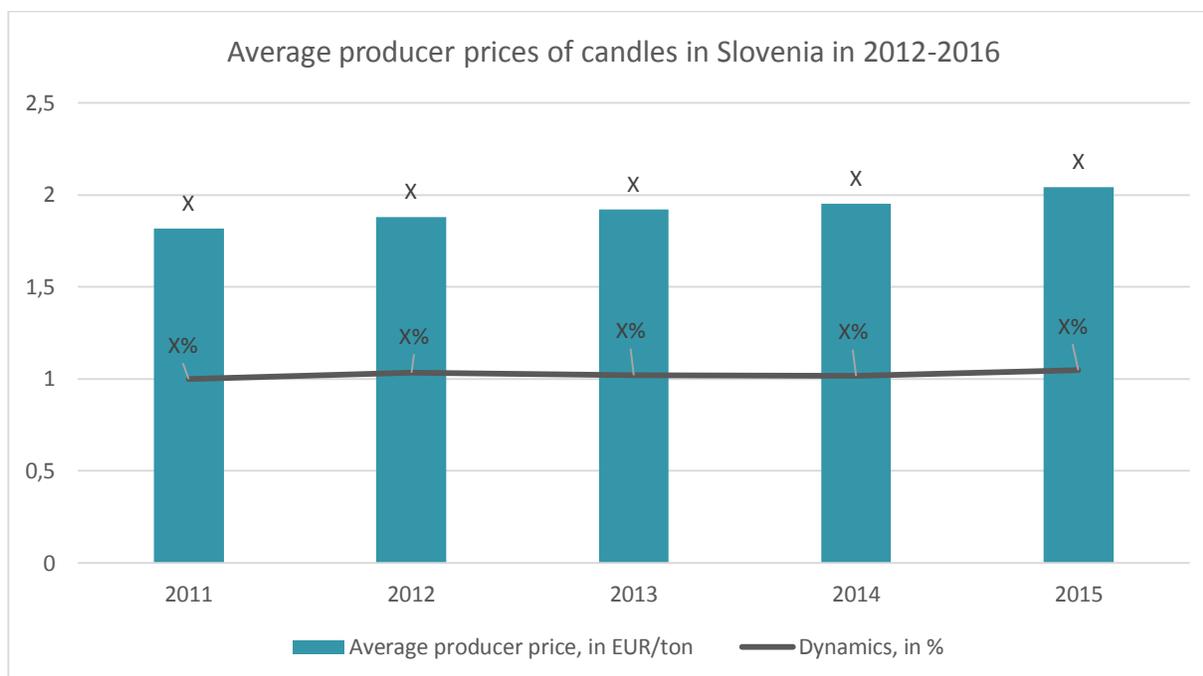
The average producer prices of candles in Slovenia in the period 2012-2016 showed ... dynamics. In 2012, one ton of candles, purchased directly from the producer cost about ... EUR in Slovenia. In the next two years, the indicator ... to reach its highest value for the period at ... EUR per ton in ... After this came ... rates of ...% and ...%, respectively. As a result, in 2016, the average producer price reached ... EUR per ton, which was an overall ... of ...% for the period. Experts expect that the average producer prices will ... in the next five years at ... rates of ...% per year.

**Table 7 Volume and dynamics of the average producer prices of candles in Slovenia in 2012-2016, in EUR per ton and in %**

| Year | Average producer price, in EUR/ton | Dynamics, in % |
|------|------------------------------------|----------------|
| 2011 | X                                  | X%             |
| 2012 | X                                  | X%             |
| 2013 | X                                  | X%             |
| 2014 | 2,215                              | X%             |
| 2015 | X                                  | X%             |

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)

...



**Fig. 4 Volume and dynamics of the average producer prices of candles in Slovenia in 2012-2016, in EUR per ton<sup>4</sup>**

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)

...

<sup>4</sup> Please, bear in mind that the figures, presented in this demo version are for illustrative purposes only and might differ from the real figures you will get by purchasing the full report!

## 10. Overview and analysis of the imports of candles to the Slovenian market

...

### 10.2. Major trade inflows of candles imports to Slovenia

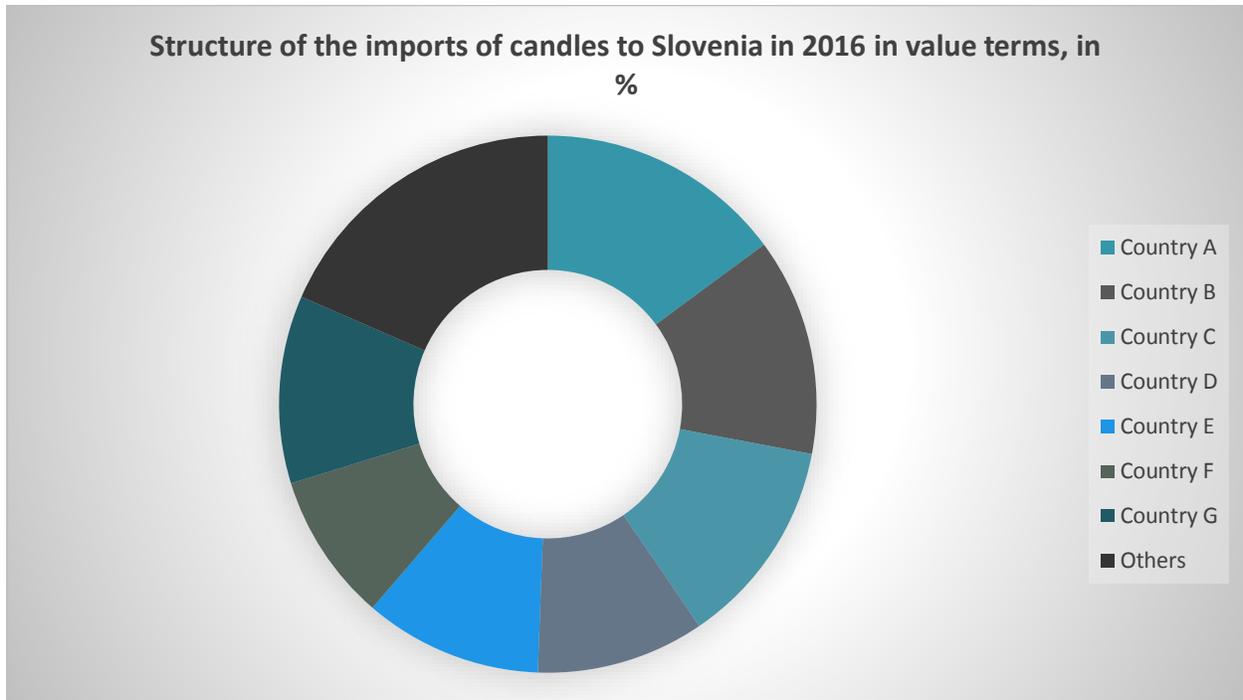
...

In 2016, in volume terms, the main share of imports belonged to .... It was then followed by ... with ... thousand tons (...%) and ... with ... thousand tons (...%). The fourth and fifth place, respectively, were taken by ... and ... with ... (...%) and ... thousand tons (...%). In value terms, the three leading countries were - ..., ... and ... with imported products, equal to ... (...% of the total) , ... (...%) and ... EUR (...%).

**Table 8 Main countries, exporting candles to Slovenia in 2012-2016, in thousands of EUR and in %**

| Exporting country | Import value in 2012, in 000's of EUR | Import value in 2013, in 000's of EUR | Import value in 2014, in 000's of EUR | Import value in 2015, in 000's of EUR | Import value in 2016, in 000's of EUR | CAGR 2012-2016 | Share in 2016, in % |
|-------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|----------------|---------------------|
| Country A         | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| Country B         | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| Country C         | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| Country D         | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| Country E         | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| Country F         | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| Country G         | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| Country H         | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| Country I         | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| ...               | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| Other countries   | X                                     | X                                     | X                                     | X                                     | X                                     | X%             | X%                  |
| <b>Total</b>      | <b>X</b>                              | <b>X</b>                              | <b>X</b>                              | <b>X</b>                              | <b>X</b>                              | <b>X%</b>      | <b>X%</b>           |

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)



**Fig. 5 Main countries, exporting candles to Slovenia in 2016 in value terms, in %<sup>5</sup>**  
 Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)

...

<sup>5</sup> Please, bear in mind that the figures, presented in this demo version are for illustrative purposes only and might differ from the real figures you will get by purchasing the full report!

## 12. Characteristics of the consumption of candles in Slovenia

### 12.1. Volume, value and dynamics of the consumption of candles in Slovenia in 2012-2016

...

The consumption volume of candles in Slovenia in 2012 was ... thousand tons, which were valued at ... billion EUR in producer prices. During the analyzed period, the consumption in both volume and value terms showed mixed dynamics...

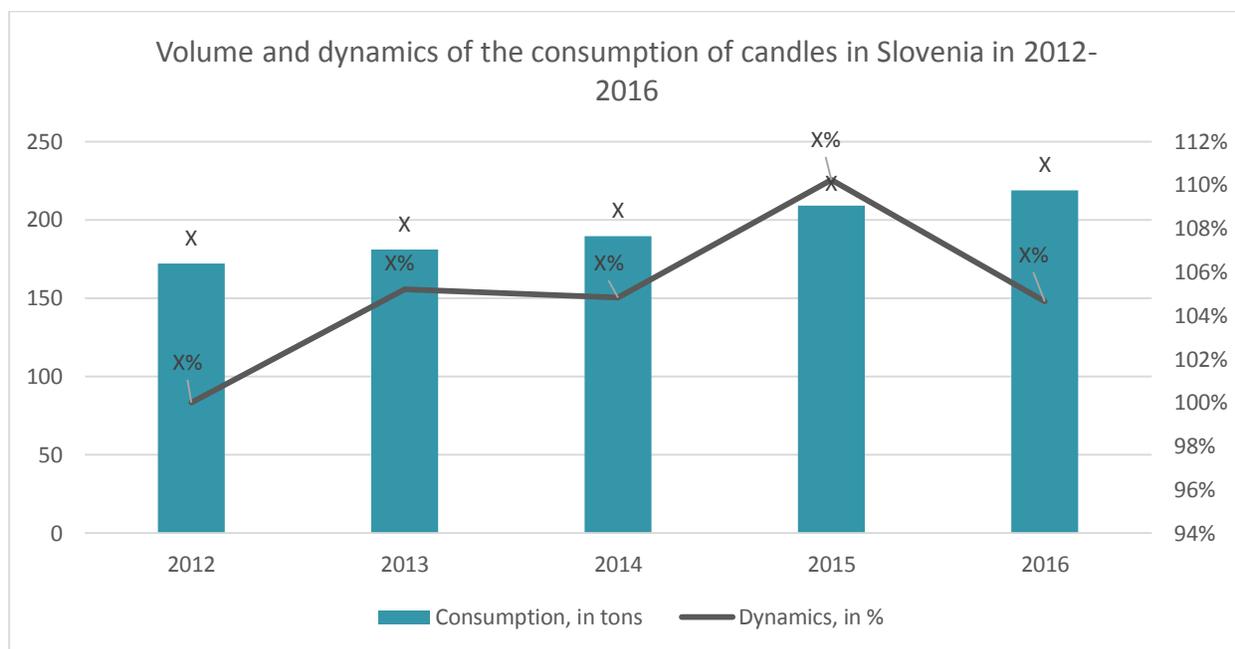
...

**Table 9 Volume, value and dynamics of the consumption of candles in Slovenia in 2012-2016, in tons, thousands of EUR and in %**

| Year | Market volume, in tons | Market value, in 000's of EUR | Inventory levels | Consumption, in tons | Consumption, in 000's of EUR |
|------|------------------------|-------------------------------|------------------|----------------------|------------------------------|
| 2012 | X                      | X                             | X%               | X                    | X                            |
| 2013 | X                      | X                             | X%               | X                    | X                            |
| 2014 | 5,722                  | X                             | X%               | X                    | X                            |
| 2015 | X                      | X                             | X%               | X                    | X                            |
| 2016 | X                      | X                             | X%               | X                    | X                            |

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)

...



**Fig. 6 Volume and dynamics of the consumption of candles in Slovenia in 2012-2016, in tons and in %<sup>6</sup>**

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)

...

<sup>6</sup> Please, bear in mind that the figures, presented in this demo version are for illustrative purposes only and might differ from the real figures you will get by purchasing the full report!

## 12.2. Volume, value and dynamics of the per capita consumption of candles in Slovenia in 2012-2016

...

... The Slovenian average consumption in 2012 was ... kilograms per capita, which was equal to ... EUR per capita. In the next five years, the volume of per capita consumption in volume terms ... at CAGR of ...% per year to reach ... kilograms per capita, while the one in value terms ... at CAGR of ...% per annum and reached ... EUR per person...

...

**Table 10 Volume, value and dynamics of the per capita consumption of candles in Slovenia in 2012-2016, in kilograms per capita, EUR per capita and in %**

| Year | Consumption per capita, in kg/capita | Dynamics, in % | Consumption per capita, in EUR/capita | Dynamics, in % |
|------|--------------------------------------|----------------|---------------------------------------|----------------|
| 2012 | X                                    | X%             | X                                     | X%             |
| 2013 | X                                    | X%             | X                                     | X%             |
| 2014 | X                                    | X%             | X                                     | X%             |
| 2015 | X                                    | X%             | X                                     | X%             |
| 2016 | X                                    | X%             | X                                     | X%             |

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)

...

### 12.3. Balance between supply and demand on the candles market in Slovenia in 2012-2016

...

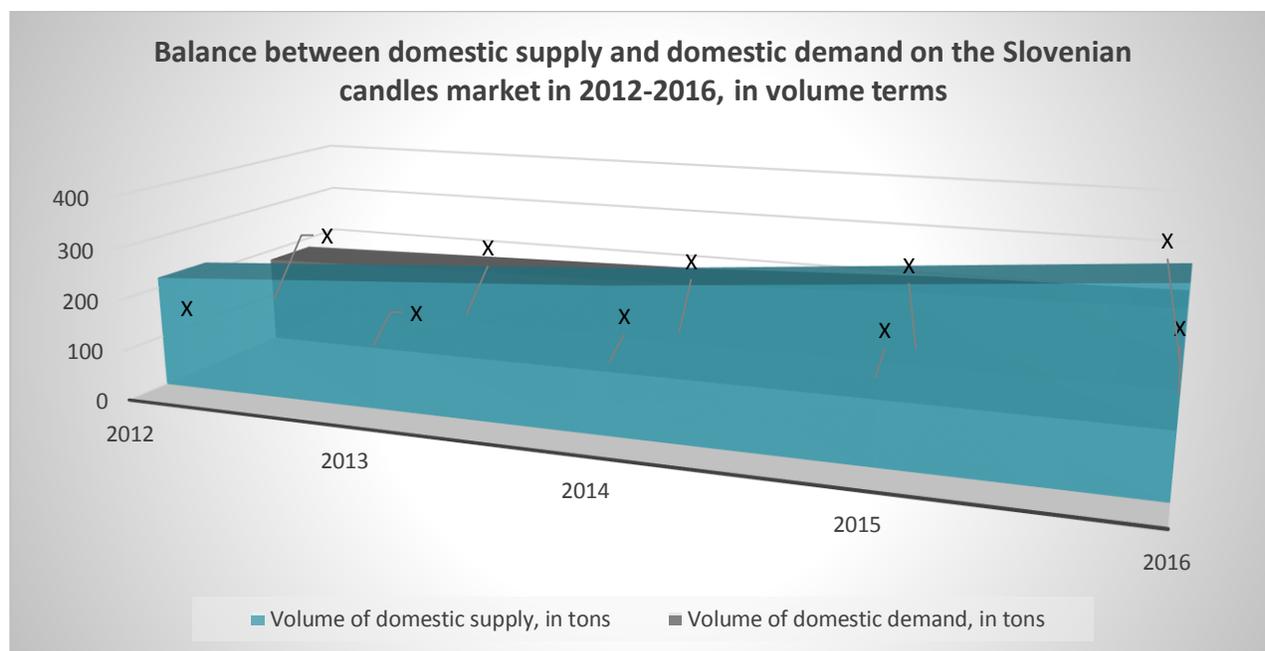
Due to the ... of domestic demand, the local balance between supply and demand in physical terms was ... with domestic supply being able to cover about X%-X% of the domestic demand in the last five years. In value terms, the situation was ... but had ... dynamics due to the ... In value terms, the balance between domestic supply and domestic demand was also ... with domestic supply being able to cover about X%-X% of the local demand in 2012-2016. It should be mentioned that a large part of the Slovenian production is exported but mostly to ... countries. Experts forecast that the balance in both volume and value terms will remain ... in the next few years and the difference between the ....

...

**Table 11 Balance between domestic supply and domestic demand on the candles market in Slovenia in 2012-2016, in tons and in %**

| Year | Volume of domestic supply, in tons | Volume of domestic demand, in tons | Balance, in tons | Supply, in % to the total demand |
|------|------------------------------------|------------------------------------|------------------|----------------------------------|
| 2012 | X                                  | X                                  | X                | X%                               |
| 2013 | X                                  | X                                  | X                | X%                               |
| 2014 | X                                  | X                                  | X                | X%                               |
| 2015 | X                                  | X                                  | X                | X%                               |
| 2016 | X                                  | X                                  | X                | X%                               |

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)



**Fig. 7 Balance between domestic supply and domestic demand on the candles market in Slovenia in 2012-2016, in tons<sup>7</sup>**

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)

<sup>7</sup> Please, bear in mind that the figures, presented in this demo version are for illustrative purposes only and might differ from the real figures you will get by purchasing the full report!

## 12.4. Forecast for development of the candles market in Slovenia in 2017-2022

...

In the last five years, the candles market in Slovenia was dominated by ... and this trend will continue in the medium term. Due to the ..., the market will show ... in the period until 2022. Of course, this will happen if the overall Slovenian economy is able to achieve ... of ...% per year and....

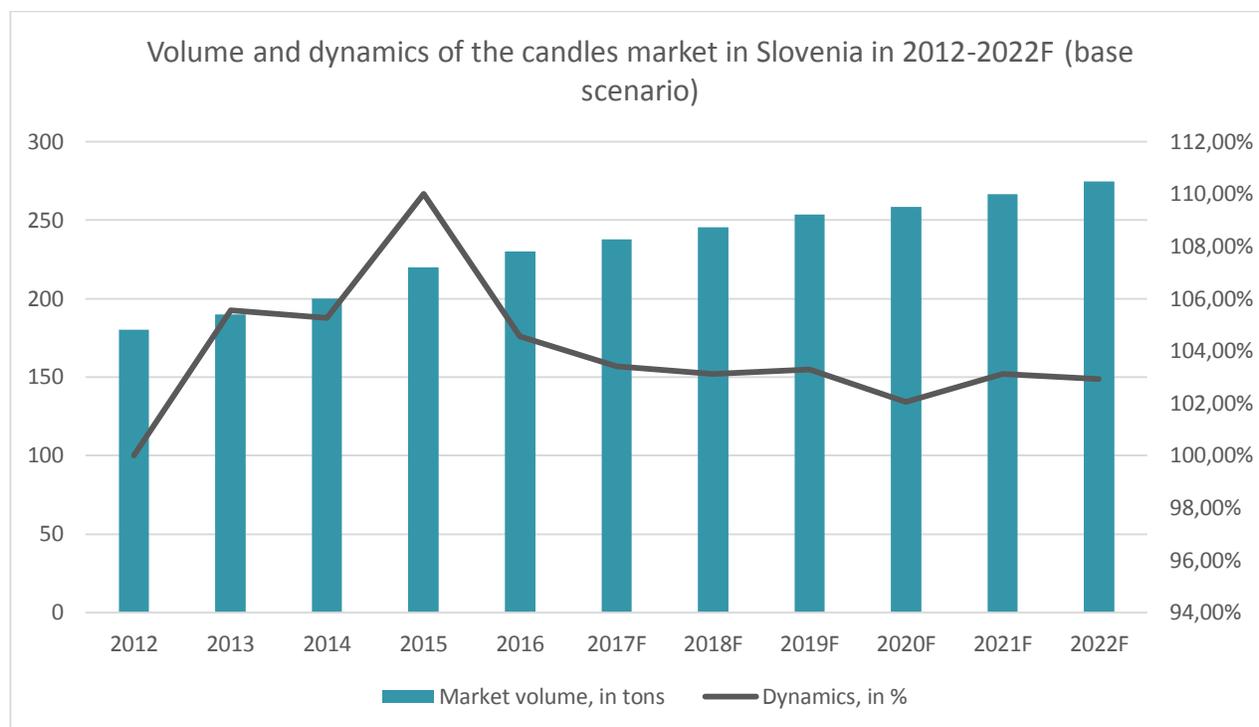
...

Under the base scenario for development, the Slovenian economy will show ... rates of about ...% per year until 2022.... In this scenario, the annual market ... rate for the period will be about ...% per year, which means that the market volume in 2022 will reach ... thousand tons or ... billion EUR.

**Table 12 Volume, value and dynamics of the candles market in Slovenia in 2012-2016 and forecast for its development in 2017-2022 (under the framework of the base scenario), in tons, thousands of EUR and in %**

| Year  | Market volume, in tons | Dynamics, in % | Market value, in 000's of EUR | Dynamics, in % |
|-------|------------------------|----------------|-------------------------------|----------------|
| 2012  | X                      | X%             | X                             | X%             |
| 2013  | X                      | X%             | X                             | X%             |
| 2014  | 5,722                  | X%             | X                             | X%             |
| 2015  | X                      | X%             | X                             | X%             |
| 2016  | X                      | X%             | X                             | X%             |
| 2017F | X                      | X%             | X                             | X%             |
| 2018F | X                      | X%             | X                             | X%             |
| 2019F | X                      | X%             | X                             | X%             |
| 2020F | X                      | X%             | X                             | X%             |
| 2021F | X                      | X%             | X                             | X%             |
| 2022F | X                      | X%             | X                             | X%             |

Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)



**Fig. 8 Volume and dynamics of the candles market in Slovenia in 2012-2016 and forecast for its development in 2017-2022 (under the framework of the base scenario), in tons and in %<sup>8</sup>**

*Source: Data (Official sources, Expert opinion, WMStrategy calculations), Analysis (WMStrategy)*

<sup>8</sup> Please, bear in mind that the figures, presented in this demo version are for illustrative purposes only and might differ from the real figures you will get by purchasing the full report!

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- Bed linen;
- Towels;
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