# Printify Publishes New Guide to Starting a Home-Based Candle Business in 2026

*New resource compares print-on-demand and DIY candle-making, showing entrepreneurs can launch a candle brand for as little as $50 with no inventory*


Guide to Starting a Home-Based Candle Business

WILMINGTON, DE, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Printify, a leading print-on-demand platform, has released a new guide for entrepreneurs looking to launch a candle business from home in 2026. The resource covers business planning, product creation, pricing, sales channels, and growth tactics, and compares two paths to market: traditional do-it-yourself candle-making and print on demand, a model that allows sellers to launch a branded candle line without buying inventory or production equipment.

> Candles are a brand-first product. Print on demand lets sellers test a label, a scent, and a niche before buying a single jar of wax."
>
> *Davis Sarmins, Director of Growth Marketing at Printify*

Two Paths to Launching a Candle Brand

According to the guide, the choice between models comes down to budget, timeline, and control. A print-on-demand candle business can be launched for roughly $50 to $150, covering platform fees and design tools, with products paid for only after a customer orders. A DIY operation typically requires $500 to $2,000 or more for wax, wicks, fragrance oils, equipment, and packaging, along with weeks of batch testing before the first sale. The resource on how to start a candle business includes a side-by-side comparison of startup cost, time to launch, inventory risk, per-unit margin, and scalability for each route.

The guide also walks readers through writing a business plan, from identifying a target market to choosing a legal structure. It highlights four buyer segments – gift shoppers, wellness and aromatherapy customers, home décor collectors, and event planners – and recommends leading with one or two before niching down further. Citing National Candle Association data, the

resource notes that 75% of US candle buyers rate scent as highly important in their purchase decision, more than packaging, price, or design combined.

Building a Candle Line Without Inventory

For sellers choosing print on demand, the guide outlines a five-step process using Printify's platform. Sellers start in the Printify Catalog, where personalized candles begin at $9.18 and are made with soy or coconut-soy wax and cotton wicks that meet ASTM safety standards, in scents ranging from Lavender and Vanilla Bean to Spiced Pumpkin Ginger and Sea Breeze. Labels are designed in Printify's Product Creator, which supports digital printing, sublimation, and CO2 engraving depending on the product.

"Candles are a brand-first product. Print on demand lets sellers test a label, a scent, and a niche before buying a single jar of wax," said Davis Sarmins, Director of Growth Marketing at Printify.

The resource then covers writing scent-led product descriptions, ordering a sample before listing, and setting prices. Printify recommends a retail price of two to three times the base cost for print-on-demand candles, so a candle with a $10 base cost sells for around $25, placing it in the mid-tier range. Once products are published, sellers connect their store and each order routes automatically to a Print Provider, who produces and ships the candle directly to the customer.

Where to Sell and How to Grow

The guide compares four sales channels available through Printify's integrations: Etsy, with its $0.20 listing fee and 6.5% transaction fee; Shopify, with plans starting at $29 per month; TikTok Shop; and Amazon. It recommends listing on two or more platforms to reduce dependence on any single algorithm or fee structure, and directs readers to a companion resource on selling candles on Etsy with print on demand.

To grow, the resource advises tracking analytics, publishing 15 to 30 second videos on TikTok and Instagram Reels, building an email list, and planning around the holiday calendar, noting that roughly 35% of US candle sales happen during the Christmas and holiday season. It also points to Printify's bulk ordering option for sellers who want to stock craft fair tables, local boutiques, or seasonal pop-ups.

About Printify

Printify is a leading print-on-demand platform that connects ecommerce merchants with a global network of Print Partners. With the industry's largest Catalog, free AI design tools, and seamless integrations with major ecommerce platforms, Printify enables sellers to scale custom product businesses without upfront costs.

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