



Bath & Body Works Announces the Return of Annual Candle Day

December 2, 2025 2:00 PM EST

Highly Anticipated Annual Event Brings Newness, Beloved Fan-Favorites and Limited-Edition Candles During the Ultimate Holiday Shopping Weekend

What You Should Know:

- Bath & Body Works announces the return of its highly anticipated Annual Candle Day event, featuring exclusive new scents, fan-favorite throwbacks and limited-edition candles; the sale starts online at 10 p.m. on Dec. 4 and continues in stores from Dec. 5–7, 2025.
- During Candle Day weekend, consumers can purchase the brand's 3-wick candles at the lowest price of the year—\$9.95 each—choosing from over 180 candles, including new releases.
- Celebrating its 14th year, Candle Day has become a highly anticipated shopping holiday, drawing millions of consumers online and in stores, and showcasing Bath & Body Works' dedication to craftsmanship and innovation in home fragrance.

COLUMBUS, Ohio, Dec. 02, 2025 (GLOBE NEWSWIRE) -- Get ready for the return of Bath & Body Works' most anticipated event of the year—Annual Candle Day. It's the once-a-year tradition fans anticipate all season, rallying together for early wakeups, shopping game plans and the thrill of discovery. **For one weekend only**, shoppers can explore Candle Day exclusives, new fragrances, limited-edition finds and fan-favorite throwbacks. This year's sale will run online from 10 p.m. ET Thursday, Dec. 4, through Sunday, Dec. 7, while in-store shopping will take place Friday, Dec. 5, through Sunday, Dec. 7.

During Candle Day weekend, consumers can shop Bath & Body Works' iconic 3-wick candles at the lowest price of the year: just \$9.95 each and get access to exclusive new fragrances. With more than 180 candles on sale, there's a scent for every mood and moment.

Now in its 14th year, **Candle Day has become a fan-favorite holiday and a highly anticipated moment for the brand**, with people lining up before stores open to get access to their favorite fragrances. It's one of Bath & Body Works' biggest shopping events of the year, drawing millions of shoppers across stores, the website and the app. The scale is staggering—lined up end-to-end, every 3-wick candle sold during Candle Day weekend in 2024 alone would span about 1,700 miles, roughly the distance from the southern tip of Florida to Portland, Maine.

"Candle Day is a cherished tradition that our customers countdown to every year," said Betsy Schumacher, chief merchandising officer at Bath & Body Works. "It's the ultimate Bath & Body Works shopping event—a moment when we deliver what we do best: high-quality 3-wick candles, crafted with innovation and artistry, alongside new fragrances and exclusive surprises designed to give consumers exactly what they desire."

As a home fragrance leader, **Bath & Body Works partners with world-renowned perfumers and top fragrance houses**—the same that work with luxury brands—to create its famous 3-wick candles. Each candle is meticulously developed to deliver a rich, consistent scent experience from first light to final burn, blending science and artistry for the ultimate home fragrance.

Candle Day Assortment

This year's robust assortment includes a mix of fan favorites like Fresh Balsam and Winter Candy Apple, new releases like Butterscotch Swirl and Rum Rum Reindeer, and **a Candle Day first**—a limited edition Keepsake 3-wick candle with exclusive packaging. Candle Day 2025 will feature more than 50 drops with exclusive 3-wick candles such as:

- **Holiday Dill-ight —*Limited Edition***: Inspired by the

Holiday Candle Favorites



Bath & Body Works announces its 2025 Annual Candle Day sale, with more than 180 candles available to shop.

Bath & Body Works Fresh Balsam Candle



Bath & Body Works' 2025 Annual Candle Day Sale offers a robust assortment of candles, including a mix of fan favorites like Fresh Balsam.

Glazed Cherries and Sugared Waffle Cone Candles



More than 180 3-wick candles will be on sale, including the new Sundae Funday collection, during Bath & Body Works' 2025 Annual Candle Day sale.

quirky holiday tradition, join the ultimate holiday hunt by snagging a limited-edition pickle candle.

- **Sundae Funday** —**New:** Neapolitan Ice Cream, Gummy Candies, Glazed Cherries, Butterscotch Swirl, Sugared Waffle Cone and Hot Fudge Drizzle come together in this decadent gourmand collection.
- **Perfect Pairings** —**New:** Fun and unexpected foodie fragrances like Coffee & Donuts, Chips & Salsa, Pizza & Ranch and Popcorn & Slushie make up this creative collection.
- **From The Vault** —**Back for a limited time:** Hand-selected by the brand's millions of loyalty members, this collection includes iconic scents like Smoked Vanilla, Brown Sugar & Fig, Snowday, Blueberry Sugar and Vanilla Snowflake.
- **Holiday Bucket List** — Can't-miss holiday fragrances including Rum Rum Reindeer (*new*), Christmas Road Trip (*new*), Sweater Weather, Merry Mimosa and Vanilla Balsam.
- **Host With The Most** — Sophisticated picks for holiday hosting, including Black Tie, Tis The Season, Cranberry Pear Bellini and Vanilla Buttermint.
- **Fan Favorites in Candle Form** —**Back for a limited time:** Moonlight Path, with fan favorites including In The Stars, Japanese Cherry Blossom, Ocean, A Thousand Wishes and Platinum.
- **First Sign of Spring** —**Early seasonal favorites:** Fresh Cut Lilacs, Black Teakwood, Pineapple Sunrise, Pink Apple Punch, Mahogany Coconut and Peach Bellini in colorful glass vessels.
- **White Barn Colored Glass Spring** — Spring scents in décor-friendly colored glass, Laundry Day, Paris Cafe, Vanilla Bean, Pineapple Mango, Watermelon Lemonade, Rose Water & Ivy, Eucalyptus Rain and Island Margarita.
- **Gingham Nation Essentials** — Lemon, Lavender, Vanilla, Rose and Cinnamon.

Bath & Body Works Perfect Pairings



More than 180 3-wick candles will be on sale, including the new Perfect Pairings collection, during Bath & Body Works' 2025 Annual Candle Day.

HOW TO SHOP CANDLE DAY

Consumers can shop Candle Day exclusives online via bathandbodyworks.com, via the Bath & Body Works app and in stores. This year's sale will begin online on Thursday, Dec. 4 at 10 p.m. ET. On Friday, Dec. 5, Bath & Body Works' stores across the U.S. will open at 6 a.m. local time for early in-store shopping.

For tips on candle care and safety, visit bathandbodyworks.com.

ABOUT BATH & BODY WORKS

Home of America's Favorite Fragrances®, Bath & Body Works is a global leader in personal care and home fragrance, including top-selling collections for fine fragrance mist, body lotion and body cream, 3-wick candles, home fragrance diffusers and liquid hand soap. Powered by agility and innovation, the company's predominantly U.S.-based supply chain enables it to deliver quality, on-trend luxuries at affordable prices. Bath & Body Works serves and delights customers however and wherever they want to shop, from welcoming, in-store experiences at 1,934 company-operated Bath & Body Works locations in the U.S. and Canada, 544 international franchised locations and an online storefront at bathandbodyworks.com (as of November 1, 2025).

MEDIA CONTACT:

Emmy Beach
communications@bbw.com

Photos accompanying this announcement are available at:

<https://www.globenewswire.com/NewsRoom/AttachmentNg/c75f9eeb-609f-4ba6-b105-323ad17b3c36>

<https://www.globenewswire.com/NewsRoom/AttachmentNg/a4a29830-b9b9-4e03-ba4f-111435c3c876>

<https://www.globenewswire.com/NewsRoom/AttachmentNg/9963c630-527c-4801-bab6-8c9df351f10e>

<https://www.globenewswire.com/NewsRoom/AttachmentNg/2c50dd87-f22a-42b7-b740-d37bce75f533>