

# Air Fresheners: Market Research Report

<https://marketpublishers.com/r/AAD930C7640EN.html>

Date: January 2015

Pages: 276

Price: US\$ 4,500.00 (Single User License)

ID: AAD930C7640EN

## Abstracts

This report analyzes the worldwide markets for Air Fresheners in US\$ Thousands by the following Product Segments: Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs. The report profiles 131 companies including many key and niche players such as

-

Ada Electrotech (Xiamen) Co., Ltd.

Air Delights, Inc.

Blyth, Inc.

California Scents

Car Freshener Corporation

## Contents

### I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations

Disclaimers

Data Interpretation & Reporting Level

Quantitative Techniques & Analytics

Product Definitions and Scope of Study

Sprays/Aerosols

Electric Air Fresheners

Gels & Candles

Car Air Fresheners

Other Household Air Fresheners

### II. EXECUTIVE SUMMARY

#### 1. INDUSTRY OVERVIEW

A Quick Primer...

Recession in Retrospect and the Road Ahead

**Table 1.** World GDP (2013): Percentage Share Breakdown of Nominal GDP Value by Country (includes corresponding Graph/Chart)

Global Economic Growth to Remain Subdued in 2015

**Table 2.** World GDP (2013-2016): Breakdown of Percentage GDP Growth by Select Country (includes corresponding Graph/Chart)

Outlook

Growth Drivers – In a Nutshell

Home Air Fresheners: All the Way from Luxury to Necessity

Scented Candles: A Market Overview

Air Fresheners: Increasingly Backed by Health Claims

Competitive Scenario

**Table 3.** Leading Players in the Global Air Fresheners Market (2014): Percentage Breakdown of Value Sales for Kobayashi Pharmaceutical, Procter & Gamble, RB plc, S. C. Johnson & Son, and Others (includes corresponding Graph/Chart)

Product Design: Need of the Hour

Product Innovation: The Name of the Game

## 2. MARKET TRENDS & DRIVERS

Noteworthy Trends in Home Fragrances

Consumer Lifestyles: A Popular Theme for Product Design

Exotic Food Fragrances: The In Thing

Powerful Marketing Tactics Boost Industry Growth

Air Fresheners Replacing Traditional Cleaning Products

Car Air Fresheners: Stimulating the Market

Decorative Fragrances Boost Value Growth

Internet Retailing Catch Up Momentum

Ecological Credentials - An Eyesore for Air Care Industry

Developed Markets Dominate Global Sales

**Table 4.** Share of Developed Regions in the Global Air Fresheners Market: 2015E (includes corresponding Graph/Chart)

Developing Markets Hold Immense Potential

**Table 5.** Global Air Fresheners Market - Geographic Regions Ranked by CAGR for 2014-2020: Asia-Pacific, Latin America, Rest of World, Canada, Europe, Japan and US (includes corresponding Graph/Chart)

Residential Sector: The Ultimate Winner in the End-Use Race

Recovery in Construction Activity Bodes Well for the Market

**Table 6.** Percentage Share of Construction Spending by Region: 2015 & 2020 (includes corresponding Graph/Chart)

Favorable Demographic and Economic Trends Strengthen Market Prospects  
Rising Disposable Incomes Propel Sales of Air Fresheners

**Table 7.** Annual Disposable Incomes in US\$ '000 for Select Countries (2012) (includes corresponding Graph/Chart)

Growing Middle Class Population to Drive Demand

**Table 8.** World Middle Class Population (2012 & 2030F): Percentage Share Breakdown by Region - Asia-Pacific, Europe, Latin America, Middle East & Africa and North America (includes corresponding Graph/Chart)

Rapid Urbanization Worldwide: A Key Growth Driver

**Table 9.** Total Population Worldwide by Urban and Rural Population in Thousands: 1950-2050P (includes corresponding Graph/Chart)

### 3. EXPORT-IMPORT SCENARIO

**Table 10.** Global Exports of Room Perfuming or Deodorizing Preparations (2013): Percentage Share Breakdown of Export Value by Destination Country - China, Mexico, Spain, US and Others (includes corresponding Graph/Chart)

**Table 11.** Global Imports of Room Perfuming or Deodorizing Preparations (2013): Percentage Share Breakdown of Import Value by Country of Origin - France, Germany, Japan, UK, US, and Others (includes corresponding Graph/Chart)

### 4. PRODUCT OVERVIEW

What are Air Fresheners?

Functions of Air Fresheners

Raw Materials Used for Preparing Air Fresheners

Aldehydes

Floral Notes

Oriental Fragrance Notes

Green Fragrances  
Herbal-Spice Fragrance Notes  
Disadvantages of Air Fresheners  
Alternatives for Air Fresheners  
Types of Air Fresheners  
Aerosols/Sprays  
Home Air Fresheners  
Car Air Fresheners  
Ionizers: Lead the Pack  
Candles  
Fragrant Candles Adding Scent to Life  
Types of Fragrance Candles  
Floral  
Vanilla  
Aromachology  
Fruit Scents  
Other Scents  
Scented Candles  
Potpourri  
History of Air Fresheners  
Unpleasant Indoor Air: Poses Significant Health Problems  
Measures to Improve Indoor Air Quality  
Ionizers and Ozone Generators: Masking Indoor Pollution  
Precautionary Measures

## **5. PRODUCT INTRODUCTIONS/INNOVATIONS**

Car-Freshener Launches Fresh Fragrances  
CARPEX Launches New Air Freshener Fragrances  
Cinnabon and Air Wick Unveil Cinnamon Roll Air Fresheners  
Aekyung to Launch Air Freshener with No Fragrance  
California Scents Launches Trash and Dumpster Spray  
California Scents Launches Mini Tins

## **151 PRODUCTS TO LAUNCH TANGO THEMED CAR AIR FRESHENERS**

California Scents Unveils Power Bloc Air Freshener  
Odonil Launches Good Living Air Freshening Gels  
Reckitt Benckiser Unveils Breathing Air Freshener

California Scents Launches Cube-Shaped Air Fresheners  
Allanda Launches New Air Fresheners from Neutradol

## 6. RECENT INDUSTRY ACTIVITY

Assietta Divests Stake in Millefiori to Jarden  
Rexam Divests Home and Personal Care Business

## 7. FOCUS ON SELECT GLOBAL PLAYERS

Ada Electrotech (Xiamen) Co., Ltd. (China)  
Air Delights, Inc. (US)  
Blyth, Inc. (US)  
California Scents (US)  
Car Freshener Corporation (US)  
Church & Dwight Co., Inc. (US)  
Earth Chemical Company Ltd. (Japan)  
Farcent Enterprise Co., Ltd. (Taiwan)  
Godrej Household Products Ltd. (India)  
Handstands (US)  
Henkel KgaA (Germany)  
Kobayashi Pharmaceutical Co., Ltd. (Japan)  
Procter & Gamble (UK)  
Raj Fragrance (India)  
RB plc (UK)  
SC Johnson & Son, Inc. (US)  
S. T. Corporation (Japan)  
The Yankee Candle Company, Inc. (US)

## 8. GLOBAL MARKET PERSPECTIVE

**Table 12.** Global Recent Past, Current & Future Analysis for Air Fresheners by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 13.** Global Historic Review for Air Fresheners by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of

World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 14.** Global 14-Year Perspective for Air Fresheners by Geographic Region - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Analysis by Product Segment

**Table 15.** Global Recent Past, Current & Future Analysis for Sprays/Aerosols by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 16.** Global Historic Review for Sprays/Aerosols by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 17.** Global 14-Year Perspective for Sprays/ Aerosols by Geographic Region - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 18.** Global Recent Past, Current & Future Analysis for Electric Air Fresheners by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 19.** Global Historic Review for Electric Air Fresheners by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 20.** Global 14-Year Perspective for Electric Air Fresheners by Geographic Region - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 &



2020 (includes corresponding Graph/Chart)

**Table 21.** Global Recent Past, Current & Future Analysis for Gels & Candles by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 22.** Global Historic Review for Gels & Candles by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 23.** Global 14-Year Perspective for Gels & Candles by Geographic Region - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 24.** Global Recent Past, Current & Future Analysis for Car Air Fresheners by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 25.** Global Historic Review for Car Air Fresheners by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 26.** Global 14-Year Perspective for Car Air Fresheners by Geographic Region - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 27.** Global Recent Past, Current & Future Analysis for Other Air Fresheners by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 28.** Global Historic Review for Other Air Fresheners by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of



World Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 29.** Global 14-Year Perspective for Other Air Fresheners by Geographic Region - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

### III. MARKET

#### 1. THE UNITED STATES

##### A. Market Analysis

##### Outlook

##### Market Overview

##### Home Fragrances Market: An Overview

**Table 30.** Leading Brands in the US Home Air Fresheners Market (2014): Percentage Share Breakdown of Value Sales (includes corresponding Graph/Chart)

##### Flavors and Fragrance

##### Changing Lifestyles: The Primary Growth Driver

##### Candles Market

##### Aerosols Market

**Table 31.** Leading Brands in the US Air Fresheners (Aerosol) Market (2014): Percentage Share Breakdown of Value Sales (includes corresponding Graph/Chart)

##### Product Innovations in the US Air Fresheners Market

##### Product Innovations in the US Home Air Fresheners Market

##### Product Innovations in the US Candles Market

##### Market Trends

##### Manufacturers Target Young Consumers

##### Plug-Ins: Increasing Risks

**Table 32.** Leading Brands in the US Air Fresheners (Plug-In & Battery-Operated)

Market (2014): Percentage Share Breakdown of Value Sales (includes corresponding Graph/Chart)

Car Air Fresheners: Gathering High Market Interest

**Table 33.** Leading Brands in the US Automotive Air Fresheners Market (2014): Percentage Share Breakdown of Value Sales for Bahama, Febreze, Glade, Refresh Your Car, and Others (includes corresponding Graph/Chart)

Private Label Products Capture the Show

Price Factor

Fragrances: Gaining Importance in Cleaning Industry

Factors Driving Growth

Competition Intensifies

**Table 34.** Leading Players in the US Air Fresheners Market (2014): Percentage Breakdown of Value Sales for Henkel, Procter & Gamble, RB, S. C. Johnson & Son, and Others (includes corresponding Graph/Chart)

Brand Statistics

**Table 35.** Leading Brands in the US Air Fresheners (Slow-Release) Market (2014): Percentage Breakdown of Value Sales for Febreze Set & Refresh, Renuzit, Renuzit Longlast, Renuzit Pearl Scents Super Odor, and Others (includes corresponding Graph/Chart)

Distribution Channels

**Table 36.** Air Fresheners Market in the US (2014): Percentage Breakdown of Market Share by Retail Channel - Supermarkets/Hypermarkets, Drug/Independent Retailers, Convenience Stores, and Others (includes corresponding Graph/Chart)

**Table 37.** Automotive Air Fresheners Market in the US (2013): Percentage Breakdown of Value Sales by Retail Chain - Automotive Chains, Discount Store Chains, Non-Automotive Chains, and Department Store Chains (includes corresponding

Graph/Chart)

**Table 38.** Candles Market in the US (2013): Percentage Breakdown of Value Sales by Distribution Channel - Specialty Retail Stores, Department Stores, Mass Merchandisers & Discounters, and Others (includes corresponding Graph/Chart)

Export-Import Scenario

**Table 39.** US Exports of Room Perfuming or Deodorizing Preparations (2013): Percentage Share Breakdown of Export Value by Destination Country - Canada, Mexico, Japan, UK, and Others (includes corresponding Graph/Chart)

**Table 40.** US Imports of Room Perfuming or Deodorizing Preparations (2013): Percentage Share Breakdown of Import Value by Country of Origin - Mexico, Canada, China, and Others (includes corresponding Graph/Chart)

Product Launches

Strategic Corporate Development

Key Players

B. Market Analytics

**Table 41.** US Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 42.** US Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 43.** US 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## 2. CANADA

### A. Market Analysis

#### Outlook

**Table 44.** Leading Players in the Canadian Air Fresheners Market (2014): Percentage Breakdown of Value Sales for Procter & Gamble, RB, S. C. Johnson & Son, and Others (includes corresponding Graph/Chart)

#### Export-Import Scenario

**Table 45.** Canadian Exports of Room Perfuming or Deodorizing Preparations (2013): Percentage Share Breakdown of Export Value by Destination Country - Mexico, UK, US, and Others (includes corresponding Graph/Chart)

**Table 46.** Canadian Imports of Room Perfuming or Deodorizing Preparations (2013): Percentage Share Breakdown of Import Value by Country of Origin - China, Mexico, US, and Others (includes corresponding Graph/Chart)

### B. Market Analytics

**Table 47.** Canadian Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 48.** Canadian Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 49.** Canadian 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for

Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

### 3. JAPAN

#### A. Market Analysis

##### Outlook

Gel and Liquid Fresheners Most Preferred among Japanese Consumers

**Table 50.** Leading Players in the Japanese Air Fresheners Market (2013): Percentage Breakdown of Value Sales for Kobayashi Pharmaceutical, S. T. Corp., P&G, and Others (includes corresponding Graph/Chart)

##### Key Players

#### B. Market Analytics

**Table 51.** Japanese Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 52.** Japanese Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 53.** Japanese 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

### 4. EUROPE

#### A. Market Analysis

##### Outlook

**Table 54.** European Household Cleaning Products Market (2014): Percentage Breakdown of Value Sales for Air Fresheners, Dish Washing, Laundry Care, Surface Care, and Others (includes corresponding Graph/Chart)

EU Imposes Ban on Toxic Chemical DCB  
Export-Import Scenario

**Table 55.** European Exports of Room Perfuming or Deodorizing Preparations (2013): Percentage Share Breakdown of Export Value by Destination Country - Austria, Belgium, France, Spain, UK, and Others (includes corresponding Graph/Chart)

**Table 56.** European Imports of Room Perfuming or Deodorizing Preparations (2013): Percentage Share Breakdown of Import Value by Country of Origin - Belgium, France, Poland, Spain, UK, and Others (includes corresponding Graph/Chart)

## B. Market Analytics

**Table 57.** European Recent Past, Current & Future Analysis for Air Fresheners by Geographic Region - France, Germany, Italy, UK, Spain, Russia, and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 58.** European Historic Review for Air Fresheners by Geographic Region - France, Germany, Italy, UK, Spain, Russia, and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 59.** European 14-Year Perspective for Air Fresheners by Geographic Region - Percentage Breakdown of Dollar Sales for France, Germany, Italy, UK, Spain, Russia, and Rest of Europe Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 60.** European Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes

corresponding Graph/Chart)

**Table 61.** European Historic Review for Air Fresheners by Product Segment -Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 62.** European 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## 4A. FRANCE

### A. Market Analysis Outlook

**Table 63.** French Household Cleaning Products Market (2014): Percentage Breakdown of Value Sales for Air Fresheners, Cleaning Supplies, Dishwash, Fabric Detergents, Fabric Enhancers, Household Cleaners, Paper Disposables, and Others (includes corresponding Graph/Chart)

### Competitive Scenario

**Table 64.** Leading Players in the French Air Fresheners Market (2013): Percentage Breakdown of Value Sales for Procter & Gamble, Reckitt Benckiser France, S. C. Johnson, and Others (includes corresponding Graph/Chart)

### B. Market Analytics

**Table 65.** French Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)



**Table 66.** French Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 67.** French 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## **4B. GERMANY**

### A. Market Analysis Outlook

**Table 68.** German Household Cleaning Products Market (2014): Percentage Breakdown of Value Sales for Air Fresheners, Cleaning Supplies, Dishwash, Fabric Detergents, Fabric Enhancers, Household Cleaners, Paper Disposables, and Others (includes corresponding Graph/Chart)

### Competitive Scenario

**Table 69.** Leading Players in the German Air Fresheners Market (2014): Percentage Breakdown of Value Sales for RB, S. C. Johnson, and Others (includes corresponding Graph/Chart)

Henkel KgaA – A Key Player

### B. Market Analytics

**Table 70.** German Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 71.** German Historic Review for Air Fresheners by Product Segment - Sprays/

Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 72.** German 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4C. ITALY**

A. Market Analysis  
Outlook

**Table 73.** Italian Household Cleaning Products Market (2014): Percentage Breakdown of Value Sales for Air Fresheners, Cleaning Supplies, Dishwash, Fabric Detergents, Fabric Enhancers, Household Cleaners, Paper Disposables, and Others (includes corresponding Graph/Chart)

Strategic Corporate Development  
B. Market Analytics

**Table 74.** Italian Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 75.** Italian Historic Review for Air Fresheners by Product Segment - Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 76.** Italian 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## 4D. THE UNITED KINGDOM

### A. Market Analysis

#### Market Overview

#### Outlook

**Table 77.** Household Cleaning Products Market in the UK (2014): Percentage Breakdown of Value Sales for Air Fresheners, Dishwash, Fabric Detergents, Fabric Enhancers, Household Cleaners, Paper Disposables, and Others (includes corresponding Graph/Chart)

#### Candles Market

#### Aerosols Market

#### Competitive Scenario

**Table 78.** Leading Brands in the UK Air Fresheners Market (2014): Percentage Breakdown of Value Sales for Airwick, Febreze, Glade, Private Label, and Others (includes corresponding Graph/Chart)

#### Product Launches

#### Key Players

### B. Market Analytics

**Table 79.** UK Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 80.** UK Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 81.** UK 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/ Aerosols, Electric Air Fresheners, Gels &

Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4E. SPAIN**

##### **A. Market Analysis**

##### **Outlook**

**Table 82.** Leading Players in the Spanish Air Fresheners Market (2014): Percentage Breakdown of Value Sales for P&G, RB, SC Johnson, and Others (includes corresponding Graph/Chart)

**Table 83.** Spanish Household Cleaning Products Market (2014): Percentage Breakdown of Value Sales for Air Fresheners, Cleaning Supplies, Dishwash, Fabric Detergents, Fabric Enhancers, Household Cleaners, Paper Disposables, and Others (includes corresponding Graph/Chart)

##### **B. Market Analytics**

**Table 84.** Spanish Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 85.** Spanish Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 86.** Spanish 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4F. RUSSIA**

## Market Analysis

**Table 87.** Russian Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 88.** Russian Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 89.** Russian 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## 4G. REST OF EUROPE

### A. Market Analysis

#### Outlook

#### Focus on Select Markets

#### Finland

#### Netherlands

#### Switzerland

#### Product Launch

### B. Market Analytics

**Table 90.** Rest of Europe Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 91.** Rest of Europe Historic Review for Air Fresheners by Product Segment -

Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 92.** Rest of Europe 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## 5. ASIA-PACIFIC

### Market Analysis

**Table 93.** Asia-Pacific Recent Past, Current & Future Analysis for Air Fresheners by Geographic Region- China, India, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 94.** Asia-Pacific Historic Review for Air Fresheners by Geographic Region - China, India, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 95.** Asia-Pacific 14-Year Perspective for Air Fresheners by Geographic Region - Percentage Breakdown of Dollar Sales for China, India, and Rest of Asia-Pacific Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 96.** Asia-Pacific Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 97.** Asia-Pacific Historic Review for Air Fresheners by Product Segment - Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 98.** Asia-Pacific 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## **5A. CHINA**

### A. Market Analysis

#### Outlook

#### Product Developments in Air Fresheners Market

#### Import-Export Scenario

**Table 99.** Chinese Imports of Preparations for Deodorizing Rooms (2010-2014) by Volume (Kg) and Value (US\$) (includes corresponding Graph/Chart)

**Table 100.** Chinese Exports of Preparations for Deodorizing Rooms (2010-2014) by Volume (Kg) and Value (US\$) (includes corresponding Graph/Chart)

ADA Electrotech (Xiamen) Co., Ltd. - A Key Player

### B. Market Analytics

**Table 101.** Chinese Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 102.** Chinese Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 103.** Chinese 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)



## 5B. INDIA

### A. Market Analysis

Outlook

Product Launch

Key Players

### B. Market Analytics

**Table 104.** Indian Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 105.** Indian Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 106.** Indian 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## 5C. REST OF ASIA-PACIFIC

### A. Market Analysis

Outlook

Overview of Select Markets

Hong Kong & Taiwan

Quality Control Standards

Fruit and Floral Scents

Car Air Fresheners Market in Hong Kong

Conventional Packaging Systems

Thailand

South Korea

Product Launch

Farcent Enterprise Co., Ltd. (Taiwan) - A Key Player

## B. Market Analytics

**Table 107.** Rest of Asia-Pacific Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 108.** Rest of Asia-Pacific Historic Review for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 109.** Rest of Asia-Pacific 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## 6. LATIN AMERICA

### Market Analysis

**Table 110.** Latin American Recent Past, Current & Future Analysis for Air Fresheners by Geographic Region - Brazil and Rest of Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 111.** Latin American Historic Review for Air Fresheners by Geographic Region - Brazil and Rest of Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 112.** Latin American 14-Year Perspective for Air Fresheners by Geographic Region - Percentage Breakdown of Dollar Sales for Brazil and Rest of Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 113.** Latin American Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 114.** Latin American Historic Review for Air Fresheners by Product Segment - Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 115.** Latin American 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## **6A. BRAZIL**

### Market Analysis

**Table 116.** Brazilian Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 117.** Brazilian Historic Review for Air Fresheners by Product Segment - Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 118.** Brazilian 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## **6B. REST OF LATIN AMERICA**

## A. Market Analysis

### Outlook

### Focus on Select Markets

#### Colombia

#### Argentina

**Table 119.** Aerosol Market in Argentina (2014): Percentage Share Breakdown of Production Volume by Product Type - Air Fresheners, Antiperspirants/Deodorants, Insecticides, Waxes & Polishes, and Others (includes corresponding Graph/Chart)

## B. Market Analytics

**Table 120.** Rest of Latin American Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 121.** Rest of Latin American Historic Review for Air Fresheners by Product Segment - Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 122.** Rest of Latin American 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## 7. REST OF WORLD

## A. Market Analysis

### Outlook

### Focus on Select Markets

#### Saudi Arabia

#### South Africa

## B. Market Analytics

**Table 123.** Rest of World Recent Past, Current & Future Analysis for Air Fresheners by Product Segment - Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 124.** Rest of World Historic Review for Air Fresheners by Product Segment - Sprays/ Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 125.** Rest of World 14-Year Perspective for Air Fresheners by Product Segment - Percentage Breakdown of Dollar Sales for Sprays/Aerosols, Electric Air Fresheners, Gels & Candles, Car Air Fresheners, and Other Household Air Fresheners Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

## IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 131 (including Divisions/Subsidiaries - 137)

The United States (25)

Canada (1)

Japan (3)

Europe (64)

France (10)

Germany (5)

The United Kingdom (11)

Italy (8)

Spain (5)

Rest of Europe (25)

Asia-Pacific (Excluding Japan) (44)

## I would like to order

Product name: Air Fresheners: Market Research Report

Product link: <https://marketpublishers.com/r/AAD930C7640EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AAD930C7640EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970