

# Air Freshener Manufacturing in the US

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## Abstracts

### Air Freshener Manufacturing

Freshen up

The Air Freshener Manufacturing industry's revenue will rise at a modest rate over the next five years, as rising sentiment and disposable income facilitate growth. Consumers will purchase more discretionary products like air fresheners, and companies will diversify their product lines to take advantage of renewed demand. In particular, companies will look to offer convenient and eco-friendly air fresheners.

This industry prepares, blends, compounds and packages various types of air fresheners. Examples of industry products include candle air fresheners, car air fresheners, electric air fresheners, gel air fresheners, liquid air fresheners and other spray and aerosol air fresheners.

This report covers the scope, size, disposition and growth of the industry including the key sensitivities and success factors. Also included are five year industry forecasts, growth rates and an analysis of the industry key players and their market shares.

### Major companies:

The Procter & Gamble Company  
S.C. Johnson & Son Inc.  
Reckitt Benckiser PLC

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