

Air Fresheners Market Research Report by Product (Candles, Electric Air Fresheners (Plug-In), Gels, and Sprays/Aerosols), by Type of Customer (Enterprise Customers and Individual Customers), by Application - Global Forecast to 2025 - Cumulative Impact of COVID-19

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Abstracts

Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR GBP, JPY, and AUD. This helps organization leaders make better decisions when currency exchange data is readily available.

1. The Global Air Fresheners Market is expected to grow from USD 12,234.57 Million in 2020 to USD 14,307.42 Million by the end of 2025.
2. The Global Air Fresheners Market is expected to grow from EUR 10,727.50 Million in 2020 to EUR 12,545.02 Million by the end of 2025.
3. The Global Air Fresheners Market is expected to grow from GBP 9,536.77 Million in 2020 to GBP 11,152.55 Million by the end of 2025.
4. The Global Air Fresheners Market is expected to grow from JPY 1,305,738.91 Million in 2020 to JPY 1,526,964.76 Million by the end of 2025.
5. The Global Air Fresheners Market is expected to grow from AUD 17,766.22 Million in 2020 to AUD 20,776.28 Million by the end of 2025.

Market Segmentation & Coverage:

This research report categorizes the Air Fresheners to forecast the revenues and analyze the trends in each of the following sub-markets:

Based on Product, the Air Fresheners Market studied across Candles, Electric Air Fresheners (Plug-In), Gels, and Sprays/Aerosols.

Based on Type of Customer, the Air Fresheners Market studied across Enterprise Customers and Individual Customers.

Based on Application , the Air Fresheners Market studied across Cars, Corporate, and Residential.

Based on Geography, the Air Fresheners Market studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas region surveyed across Argentina, Brazil, Canada, Mexico, and United States. The Asia-Pacific region surveyed across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, South Korea, and Thailand. The Europe, Middle East & Africa region surveyed across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom.

Company Usability Profiles:

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Air Fresheners Market including 1001 Remedies, Aromate, Balev Ltd, Bin Buddy, Car-Freshener Corporation, Church & Dwight Co. Inc., Dabur, Diptyque, Elixir Group, Farcent Enterprise Co. Ltd, Godrej Consumer Products Limited, Henkel Ag & Co., Monkey Business USA, pandoo, Poo~Pourri Scentsible, LLC, Procter & Gamble, Puressentiel, Reckitt Benckiser, The Yankee Candle Co., Inc., and Zoflora.

Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so far and, the long-term effects projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to ensure the inclusion of underlying COVID-19 issues and potential paths forward. The report is delivering insights on COVID-19 considering the changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments. The updated study provides insights, analysis, estimations, and forecast, considering the COVID-19 impact on the market.

360iResearch FPNV Positioning Matrix:

The 360iResearch FPNV Positioning Matrix evaluates and categorizes the vendors in

the Air Fresheners Market on the basis of Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) that aids businesses in better decision making and understanding the competitive landscape.

360iResearch Competitive Strategic Window:

The 360iResearch Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The 360iResearch Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisition strategies, geography expansion, research & development, and new product introduction strategies to execute further business expansion and growth.

The report provides insights on the following pointers:

1. **Market Penetration:** Provides comprehensive information on the market offered by the key players
2. **Market Development:** Provides in-depth information about lucrative emerging markets and analyzes the markets
3. **Market Diversification:** Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. **Competitive Assessment & Intelligence:** Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players
5. **Product Development & Innovation:** Provides intelligent insights on future technologies, R&D activities, and new product developments

The report answers questions such as:

1. What is the market size and forecast of the Global Air Fresheners Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global Air Fresheners Market during the forecast period?
3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global Air Fresheners Market?
4. What is the competitive strategic window for opportunities in the Global Air Fresheners Market?
5. What are the technology trends and regulatory frameworks in the Global Air Fresheners Market?
6. What are the modes and strategic moves considered suitable for entering the Global Air Fresheners Market?

Contents

1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Limitations
- 1.7. Stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Process
 - 2.1.1. Define: Research Objective
 - 2.1.2. Determine: Research Design
 - 2.1.3. Prepare: Research Instrument
 - 2.1.4. Collect: Data Source
 - 2.1.5. Analyze: Data Interpretation
 - 2.1.6. Formulate: Data Verification
 - 2.1.7. Publish: Research Report
 - 2.1.8. Repeat: Report Update
- 2.2. Research Execution
 - 2.2.1. Initiation: Research Process
 - 2.2.2. Planning: Develop Research Plan
 - 2.2.3. Execution: Conduct Research
 - 2.2.4. Verification: Finding & Analysis
 - 2.2.5. Publication: Research Report
- 2.3. Research Outcome

3. EXECUTIVE SUMMARY

- 3.1. Introduction
- 3.2. Market Outlook
- 3.3. Product Outlook
- 3.4. Type of Customer Outlook
- 3.5. Application Outlook
- 3.6. Geography Outlook

3.7. Competitor Outlook

4. MARKET OVERVIEW

4.1. Introduction

4.2. Cumulative Impact of COVID-19

5. MARKET INSIGHTS

5.1. Market Dynamics

5.1.1. Drivers

5.1.1.1. Increasing disposable income among consumers coupled with changing lifestyles

5.1.1.2. Need for air care pertinent to maintain indoor air quality

5.1.1.3. Growing demand from the car sales and owner's need for premium air fresheners

5.1.2. Restraints

5.1.2.1. Volatile price of synthetic raw materials

5.1.3. Opportunities

5.1.3.1. Development of infrastructure such as hospitals and malls increase the demand for air freshener

5.1.3.2. Burgeoning investments in research and development to produce natural and chemical-free air fresheners

5.1.4. Challenges

5.1.4.1. Concerns of respiratory and other exposures at low levels could cause adverse health effects

5.2. Porters Five Forces Analysis

5.2.1. Threat of New Entrants

5.2.2. Threat of Substitutes

5.2.3. Bargaining Power of Customers

5.2.4. Bargaining Power of Suppliers

5.2.5. Industry Rivalry

6. GLOBAL AIR FRESHENERS MARKET, BY PRODUCT

6.1. Introduction

6.2. Candles

6.3. Electric Air Fresheners (Plug-In)

6.4. Gels

6.5. Sprays/Aerosols

7. GLOBAL AIR FRESHENERS MARKET, BY TYPE OF CUSTOMER

7.1. Introduction

7.2. Enterprise Customers

7.3. Individual Customers

8. GLOBAL AIR FRESHENERS MARKET, BY APPLICATION

8.1. Introduction

8.2. Cars

8.3. Corporate

8.4. Residential

9. AMERICAS AIR FRESHENERS MARKET

9.1. Introduction

9.2. Argentina

9.3. Brazil

9.4. Canada

9.5. Mexico

9.6. United States

10. ASIA-PACIFIC AIR FRESHENERS MARKET

10.1. Introduction

10.2. Australia

10.3. China

10.4. India

10.5. Indonesia

10.6. Japan

10.7. Malaysia

10.8. Philippines

10.9. South Korea

10.10. Thailand

11. EUROPE, MIDDLE EAST & AFRICA AIR FRESHENERS MARKET

- 11.1. Introduction
- 11.2. France
- 11.3. Germany
- 11.4. Italy
- 11.5. Netherlands
- 11.6. Qatar
- 11.7. Russia
- 11.8. Saudi Arabia
- 11.9. South Africa
- 11.10. Spain
- 11.11. United Arab Emirates
- 11.12. United Kingdom

12. COMPETITIVE LANDSCAPE

- 12.1. FPNV Positioning Matrix
 - 12.1.1. Quadrants
 - 12.1.2. Business Strategy
 - 12.1.3. Product Satisfaction
- 12.2. Market Ranking Analysis
- 12.3. Market Share Analysis
- 12.4. Competitor SWOT Analysis
- 12.5. Competitive Scenario
 - 12.5.1. Merger & Acquisition
 - 12.5.2. Agreement, Collaboration, & Partnership
 - 12.5.3. New Product Launch & Enhancement
 - 12.5.4. Investment & Funding
 - 12.5.5. Award, Recognition, & Expansion

13. COMPANY USABILITY PROFILES

- 13.1. 1001 Remedies
- 13.2. Aromate
- 13.3. Balev Ltd
- 13.4. Bin Buddy
- 13.5. Car-Freshener Corporation
- 13.6. Church & Dwight Co. Inc.
- 13.7. Dabur
- 13.8. Diptyque

- 13.9. Elixor Group
- 13.10. Farcent Enterprise Co. Ltd
- 13.11. Godrej Consumer Products Limited
- 13.12. Henkel Ag & Co.
- 13.13. Monkey Business USA
- 13.14. pandoo
- 13.15. Poo~Pourri Scentsible, LLC
- 13.16. Procter & Gamble
- 13.17. Puressentiel
- 13.18. Reckitt Benckiser
- 13.19. The Yankee Candle Co., Inc.
- 13.20. Zoflora

14. APPENDIX

- 14.1. Discussion Guide
- 14.2. License & Pricing

List Of Tables

LIST OF TABLES

TABLE 1. CURRENCY CONVERSION RATES

TABLE 2. GLOBAL AIR FRESHENERS MARKET SIZE, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 3. GLOBAL AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 4. GLOBAL AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 5. GLOBAL AIR FRESHENERS MARKET SIZE, BY CANDLES, BY
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 6. GLOBAL AIR FRESHENERS MARKET SIZE, BY ELECTRIC AIR
FRESHENERS (PLUG-IN), BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD
MILLION)

TABLE 7. GLOBAL AIR FRESHENERS MARKET SIZE, BY GELS, BY GEOGRAPHY,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 8. GLOBAL AIR FRESHENERS MARKET SIZE, BY SPRAYS/AEROSOLS, BY
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 9. GLOBAL AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 10. GLOBAL AIR FRESHENERS MARKET SIZE, BY ENTERPRISE
CUSTOMERS, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 11. GLOBAL AIR FRESHENERS MARKET SIZE, BY INDIVIDUAL
CUSTOMERS, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 12. GLOBAL AIR FRESHENERS MARKET SIZE, BY APPLICATION ,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 13. GLOBAL AIR FRESHENERS MARKET SIZE, BY CARS, BY GEOGRAPHY,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 14. GLOBAL AIR FRESHENERS MARKET SIZE, BY CORPORATE, BY
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 15. GLOBAL AIR FRESHENERS MARKET SIZE, BY RESIDENTIAL, BY
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 16. AMERICAS AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 17. AMERICAS AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 18. AMERICAS AIR FRESHENERS MARKET SIZE, BY TYPE OF

CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 19. AMERICAS AIR FRESHENERS MARKET SIZE, BY APPLICATION ,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 20. ARGENTINA AIR FRESHENERS MARKET SIZE, BY PRODUCT,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 21. ARGENTINA AIR FRESHENERS MARKET SIZE, BY TYPE OF
CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 22. ARGENTINA AIR FRESHENERS MARKET SIZE, BY APPLICATION ,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 23. BRAZIL AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 24. BRAZIL AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 25. BRAZIL AIR FRESHENERS MARKET SIZE, BY APPLICATION ,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 26. CANADA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 27. CANADA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 28. CANADA AIR FRESHENERS MARKET SIZE, BY APPLICATION ,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 29. MEXICO AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 30. MEXICO AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 31. MEXICO AIR FRESHENERS MARKET SIZE, BY APPLICATION ,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 32. UNITED STATES AIR FRESHENERS MARKET SIZE, BY PRODUCT,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 33. UNITED STATES AIR FRESHENERS MARKET SIZE, BY TYPE OF
CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 34. UNITED STATES AIR FRESHENERS MARKET SIZE, BY APPLICATION ,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 35. ASIA-PACIFIC AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 36. ASIA-PACIFIC AIR FRESHENERS MARKET SIZE, BY PRODUCT,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 37. ASIA-PACIFIC AIR FRESHENERS MARKET SIZE, BY TYPE OF
CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 38. ASIA-PACIFIC AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 39. AUSTRALIA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 40. AUSTRALIA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 41. AUSTRALIA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 42. CHINA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 43. CHINA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 44. CHINA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 45. INDIA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 46. INDIA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 47. INDIA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 48. INDONESIA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 49. INDONESIA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 50. INDONESIA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 51. JAPAN AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 52. JAPAN AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 53. JAPAN AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 54. MALAYSIA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 55. MALAYSIA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 56. MALAYSIA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 57. PHILIPPINES AIR FRESHENERS MARKET SIZE, BY PRODUCT,

2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 58. PHILIPPINES AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 59. PHILIPPINES AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 60. SOUTH KOREA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 61. SOUTH KOREA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 62. SOUTH KOREA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 63. THAILAND AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 64. THAILAND AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 65. THAILAND AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 66. EUROPE, MIDDLE EAST & AFRICA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 67. EUROPE, MIDDLE EAST & AFRICA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 68. EUROPE, MIDDLE EAST & AFRICA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 69. EUROPE, MIDDLE EAST & AFRICA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 70. FRANCE AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 71. FRANCE AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 72. FRANCE AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 73. GERMANY AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 74. GERMANY AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 75. GERMANY AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 76. ITALY AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 77. ITALY AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 78. ITALY AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 79. NETHERLANDS AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 80. NETHERLANDS AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 81. NETHERLANDS AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 82. QATAR AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 83. QATAR AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 84. QATAR AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 85. RUSSIA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 86. RUSSIA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 87. RUSSIA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 88. SAUDI ARABIA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 89. SAUDI ARABIA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 90. SAUDI ARABIA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 91. SOUTH AFRICA AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 92. SOUTH AFRICA AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 93. SOUTH AFRICA AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 94. SPAIN AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 95. SPAIN AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 96. SPAIN AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 97. UNITED ARAB EMIRATES AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 98. UNITED ARAB EMIRATES AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 99. UNITED ARAB EMIRATES AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 100. UNITED KINGDOM AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 101. UNITED KINGDOM AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 102. UNITED KINGDOM AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 103. GLOBAL AIR FRESHENERS MARKET: SCORES

TABLE 104. GLOBAL AIR FRESHENERS MARKET: BUSINESS STRATEGY

TABLE 105. GLOBAL AIR FRESHENERS MARKET: PRODUCT SATISFACTION

TABLE 106. GLOBAL AIR FRESHENERS MARKET: RANKING

TABLE 107. GLOBAL AIR FRESHENERS MARKET: MERGER & ACQUISITION

TABLE 108. GLOBAL AIR FRESHENERS MARKET: AGREEMENT, COLLABORATION, & PARTNERSHIP

TABLE 109. GLOBAL AIR FRESHENERS MARKET: NEW PRODUCT LAUNCH & ENHANCEMENT

TABLE 110. GLOBAL AIR FRESHENERS MARKET: INVESTMENT & FUNDING

TABLE 111. GLOBAL AIR FRESHENERS MARKET: AWARD, RECOGNITION, & EXPANSION

TABLE 112. GLOBAL AIR FRESHENERS MARKET: LICENSE & PRICING

List Of Figures

LIST OF FIGURES

- FIGURE 1. GLOBAL AIR FRESHENERS MARKET: RESEARCH PROCESS
- FIGURE 2. GLOBAL AIR FRESHENERS MARKET: RESEARCH EXECUTION
- FIGURE 3. GLOBAL AIR FRESHENERS MARKET SIZE, 2020 VS 2025 (USD MILLION)
- FIGURE 4. GLOBAL AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2020 (USD MILLION)
- FIGURE 5. GLOBAL AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2020 (USD MILLION)
- FIGURE 6. GLOBAL AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2020 (USD MILLION)
- FIGURE 7. GLOBAL AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2020 (USD MILLION)
- FIGURE 8. GLOBAL AIR FRESHENERS MARKET SIZE, 2018-2025 (USD MILLION)
- FIGURE 9. GLOBAL AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)
- FIGURE 10. GLOBAL AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)
- FIGURE 11. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2025
- FIGURE 12. GLOBAL AIR FRESHENERS MARKET: MARKET DYNAMICS
- FIGURE 13. GLOBAL AIR FRESHENERS MARKET: PORTERS FIVE FORCES ANALYSIS
- FIGURE 14. GLOBAL AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2020 VS 2025 (%)
- FIGURE 15. GLOBAL AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2020 VS 2025 (USD MILLION)
- FIGURE 16. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL AIR FRESHENERS MARKET SIZE, BY PRODUCT, 2025
- FIGURE 17. GLOBAL AIR FRESHENERS MARKET SIZE, BY CANDLES, 2020 VS 2025 (USD MILLION)
- FIGURE 18. GLOBAL AIR FRESHENERS MARKET SIZE, BY ELECTRIC AIR FRESHENERS (PLUG-IN), 2020 VS 2025 (USD MILLION)
- FIGURE 19. GLOBAL AIR FRESHENERS MARKET SIZE, BY GELS, 2020 VS 2025 (USD MILLION)
- FIGURE 20. GLOBAL AIR FRESHENERS MARKET SIZE, BY SPRAYS/AEROSOLS,

2020 VS 2025 (USD MILLION)

FIGURE 21. GLOBAL AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2020 VS 2025 (%)

FIGURE 22. GLOBAL AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2020 VS 2025 (USD MILLION)

FIGURE 23. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL AIR FRESHENERS MARKET SIZE, BY TYPE OF CUSTOMER, 2025

FIGURE 24. GLOBAL AIR FRESHENERS MARKET SIZE, BY ENTERPRISE CUSTOMERS, 2020 VS 2025 (USD MILLION)

FIGURE 25. GLOBAL AIR FRESHENERS MARKET SIZE, BY INDIVIDUAL CUSTOMERS, 2020 VS 2025 (USD MILLION)

FIGURE 26. GLOBAL AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2020 VS 2025 (%)

FIGURE 27. GLOBAL AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2020 VS 2025 (USD MILLION)

FIGURE 28. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL AIR FRESHENERS MARKET SIZE, BY APPLICATION , 2025

FIGURE 29. GLOBAL AIR FRESHENERS MARKET SIZE, BY CARS, 2020 VS 2025 (USD MILLION)

FIGURE 30. GLOBAL AIR FRESHENERS MARKET SIZE, BY CORPORATE, 2020 VS 2025 (USD MILLION)

FIGURE 31. GLOBAL AIR FRESHENERS MARKET SIZE, BY RESIDENTIAL, 2020 VS 2025 (USD MILLION)

FIGURE 32. AMERICAS AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 33. AMERICAS AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 34. COMPETITIVE STRATEGIC WINDOW FOR AMERICAS AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 35. ARGENTINA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 36. BRAZIL AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 37. CANADA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 38. MEXICO AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 39. UNITED STATES AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 40. ASIA-PACIFIC AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 41. ASIA-PACIFIC AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 42. COMPETITIVE STRATEGIC WINDOW FOR ASIA-PACIFIC AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 43. AUSTRALIA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 44. CHINA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 45. INDIA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 46. INDONESIA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 47. JAPAN AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 48. MALAYSIA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 49. PHILIPPINES AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 50. SOUTH KOREA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 51. THAILAND AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 52. EUROPE, MIDDLE EAST & AFRICA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 53. EUROPE, MIDDLE EAST & AFRICA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 54. COMPETITIVE STRATEGIC WINDOW FOR EUROPE, MIDDLE EAST & AFRICA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 55. FRANCE AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 56. GERMANY AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 57. ITALY AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 58. NETHERLANDS AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 59. QATAR AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY,

2018-2025 (USD MILLION)

FIGURE 60. RUSSIA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY,

2018-2025 (USD MILLION)

FIGURE 61. SAUDI ARABIA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY,

2018-2025 (USD MILLION)

FIGURE 62. SOUTH AFRICA AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY,

2018-2025 (USD MILLION)

FIGURE 63. SPAIN AIR FRESHENERS MARKET SIZE, BY GEOGRAPHY, 2018-2025

(USD MILLION)

FIGURE 64. UNITED ARAB EMIRATES AIR FRESHENERS MARKET SIZE, BY

GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 65. UNITED KINGDOM AIR FRESHENERS MARKET SIZE, BY

GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 66. GLOBAL AIR FRESHENERS MARKET: 360IRESEARCH FPNV

POSITIONING MATRIX

FIGURE 67. GLOBAL AIR FRESHENERS MARKET: 360IRESEARCH MARKET

SHARE ANALYSIS

FIGURE 68. GLOBAL AIR FRESHENERS MARKET: COMPETITOR SWOT ANALYSIS

FIGURE 69. COMPETITIVE SCENARIO ANALYSIS IN GLOBAL AIR FRESHENERS

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