

Air Purifying Spray Market by Type (Aromatic & Non-Aromatic), End-Use (Institutional & Household) and Sales Channel (Supermarket/Hypermarket, Retail Pharmacy, Online & Others): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

An air purifying spray is an air care aerosol product that reduces the growth of microorganism and airborne pathogens while also reducing the foul odor in the indoor premise of households, offices, airports, and more among others. Triethylene glycol is used as an active ingredient in most of the air sanitizer and disinfectant sprays due to its disinfectant properties when aerosolized into the air. There are essential oil based air purifier sprays that are also used as an alternative to the chemical based (Triethylene glycol) air purifying product. The global air purifying spray market was valued at \$28.7 million in 2019, and is projected to reach \$46.6 million by 2027, registering a CAGR of 9.1%.

The air purifying spray market is subject to a substantial growth in the coming years. The growth of this market can be attributed to growing concerns of people towards hygiene and health mostly due to the ongoing pandemic. Moreover, the expanding retail market and easy availability of the product through various sales channel makes it very convenient for the consumers to purchase air care products worldwide. This helps drive the sales figures and makes way for the market growth. However, lack of awareness and skepticism about this product act as the major restrain for the global air purifying spray market. On the contrary, growing need for hygienic work environment in offices and other public places is expect to open avenue for growth for the global air purifying spray market.

The global air purifying spray market is segmented based on type, end-use, sales

channel and region. Based on the type, the market is segmented into Aromatic and Non-Aromatic. Based on the end-use, the market is classified into Institutional and Household. Based on sales channel, the market is divided into supermarket/hypermarket, retail pharmacy, online and others. On the basis of region, the market is studied across North America (U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain and Rest of Europe), Asia-Pacific (China, India, ASEAN, Australia and Rest of Asia-Pacific) and LAMEA (Latin America, Middle East and Africa).

The key players in the air purifying spray market have relied on product launch as their key strategic move to stay relevant in the global market. The key player in the air purifying spray industry profiled in the report are North Woods, Pro Part International, Reckitt Benckiser, Remicure, Dabur, Pax Air, Puressentiel, 1001 Remedies, Arkopharma, and Remicure Lifescience Pvt. Ltd.

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2019-2027 identify the prevailing air purifying spray opportunities.

Porter's five forces analysis highlights the potency of buyers and supplier's tenable stakeholder's make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the size and segmentation assists in determining the prevailing market opportunities.

The major countries in each region are mapped according their revenue contribution the industry.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the air purifying spray industry.

KEY MARKET SEGMENTATION

Type

Aromatic

Non-Aromatic

End-Use

Institutional

Household

Sales Channel

Supermarket/Hypermarket

Retail Pharmacy

Online

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

ASEAN

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits for stakeholders
- 1.3. Key market segments
- 1.4. Research methodology
 - 1.4.1. Secondary research
 - 1.4.2. Primary research
- 1.5. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Air purifying spray market snapshot
- 2.2. Key findings of the study
- 2.3. CXO perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top investment pockets
- 3.3. Porter's five forces analysis
- 3.4. Top player positioning
- 3.5. Market dynamics
 - 3.5.1. Drivers
 - 3.5.1.1. Growing affinity of people towards cleanliness hygiene
 - 3.5.1.2. Expanding retail market
 - 3.5.2. Restraints
 - 3.5.2.1. Lack of awareness among the consumers
 - 3.5.3. Opportunity
 - 3.5.3.1. Definitive luxury commodity
 - 3.5.3.2. Onset of the novel corona virus and increasing expenditure on home healthcare products likely to propel market growth in the upcoming years.
- 3.6. COVID-19 impact analysis
 - 3.6.1. Introduction
 - 3.6.2. Impact on the consumer goods industry
 - 3.6.3. Impact on Air Purifying Spray market

- 3.7.Value Chain Analysis
- 3.8.Top Impacting Factor

CHAPTER 4: AIR PURIFYING SPRAY MARKET, BY TYPE

- 4.1.Overview
 - 4.1.1.Market size and forecast
- 4.2.Aromatic
 - 4.2.1.Key market trends, growth factors, and opportunities
 - 4.2.2.Market size and forecast, by region
 - 4.2.3.Market size and forecast, by country
- 4.3.Non-Aromatic
 - 4.3.1.Key market trends, growth factors, and opportunities
 - 4.3.2.Market size and forecast, by region
 - 4.3.3.Market size and forecast, by country

CHAPTER 5: AIR PURIFYING SPRAY MARKET, BY END-USE

- 5.1.Overview
 - 5.1.1.Market size and forecast
- 5.2.Institutional
 - 5.2.1.Key market trends, growth factors, and opportunities
 - 5.2.2.Market size and forecast, by region
 - 5.2.3.Market size and forecast, by country
- 5.3.Household
 - 5.3.1.Key market trends, growth factors, and opportunities
 - 5.3.2.Market size and forecast, by region
 - 5.3.3.Market size and forecast, by country

CHAPTER 6: AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL

- 6.1.Overview
 - 6.1.1.Market size and forecast
- 6.2.Supermarkets/hypermarkets
 - 6.2.1.Key market trends, growth factors, and opportunities
 - 6.2.2.Market size and forecast, by region
 - 6.2.3.Market size and forecast, by country
- 6.3.Retail Pharmacy
 - 6.3.1.Key market trends, growth factors, and opportunities

- 6.3.2. Market size and forecast, by region
- 6.3.3. Market size and forecast, by country
- 6.4. Online
 - 6.4.1. Key market trends, growth factors, and opportunities
 - 6.4.2. Market size and forecast, by region
 - 6.4.3. Market size and forecast, by country
- 6.5. Others
 - 6.5.1. Key market trends, growth factors, and opportunities
 - 6.5.2. Market size and forecast, by region
 - 6.5.3. Market size and forecast, by country

CHAPTER 7: AIR PURIFYING SPRAY MARKET, BY REGION

- 7.1. Overview
- 7.2. North America
 - 7.2.1. Key market trends, growth factors, and opportunities
 - 7.2.2. Market size and forecast, by Type
 - 7.2.3. Market size and forecast, by End-Use
 - 7.2.4. Market size and forecast, by sales channel
 - 7.2.5. Market size and forecast, by country
 - 7.2.6. U.S.
 - 7.2.6.1. Market size and forecast, by type
 - 7.2.6.2. Market size and forecast, by end-use
 - 7.2.6.3. Market size and forecast, by sales channel
 - 7.2.7. Canada
 - 7.2.7.1. Market size and forecast, by type
 - 7.2.7.2. Market size and forecast, by end-use
 - 7.2.7.3. Market size and forecast, by sales channel
 - 7.2.8. Mexico
 - 7.2.8.1. Market size and forecast, by type
 - 7.2.8.2. Market size and forecast, by end-use
 - 7.2.8.3. Market size and forecast, by sales channel
- 7.3. Europe
 - 7.3.1. Key market trends, growth factors, and opportunities
 - 7.3.2. Market size and forecast, by Type
 - 7.3.3. Market size and forecast, by End-Use
 - 7.3.4. Market size and forecast, by sales channel
 - 7.3.5. Market size and forecast, by country
 - 7.3.6. Germany

- 7.3.6.1. Market size and forecast, by type
- 7.3.6.2. Market size and forecast, by end-use
- 7.3.6.3. Market size and forecast, by sales channel
- 7.3.7. UK
 - 7.3.7.1. Market size and forecast, by type
 - 7.3.7.2. Market size and forecast, by end-use
 - 7.3.7.3. Market size and forecast, by sales channel
- 7.3.8. France
 - 7.3.8.1. Market size and forecast, by type
 - 7.3.8.2. Market size and forecast, by end-use
 - 7.3.8.3. Market size and forecast, by sales channel
- 7.3.9. Italy
 - 7.3.9.1. Market size and forecast, by type
 - 7.3.9.2. Market size and forecast, by end-use
 - 7.3.9.3. Market size and forecast, by sales channel
- 7.3.10. Spain
 - 7.3.10.1. Market size and forecast, by type
 - 7.3.10.2. Market size and forecast, by end-use
 - 7.3.10.3. Market size and forecast, by sales channel
- 7.3.11. Rest of Europe
 - 7.3.11.1. Market size and forecast, by type
 - 7.3.11.2. Market size and forecast, by end-use
 - 7.3.11.3. Market size and forecast, by sales channel
- 7.4. Asia-Pacific
 - 7.4.1. Key market trends, growth factors, and opportunities
 - 7.4.2. Market size and forecast, by Type
 - 7.4.3. Market size and forecast, by End-Use
 - 7.4.4. Market size and forecast, by sales channel
 - 7.4.5. Market size and forecast, by country
 - 7.4.6. China
 - 7.4.6.1. Market size and forecast, by type
 - 7.4.6.2. Market size and forecast, by end-use
 - 7.4.6.3. Market size and forecast, by sales channel
 - 7.4.7. India
 - 7.4.7.1. Market size and forecast, by type
 - 7.4.7.2. Market size and forecast, by end-use
 - 7.4.7.3. Market size and forecast, by sales channel
 - 7.4.8. ASEAN
 - 7.4.8.1. Market size and forecast, by type

7.4.8.2. Market size and forecast, by end-use

7.4.8.3. Market size and forecast, by sales channel

7.4.9. Australia

7.4.9.1. Market size and forecast, by type

7.4.9.2. Market size and forecast, by end-use

7.4.9.3. Market size and forecast, by sales channel

7.4.10. Rest of Asia-Pacific

7.4.10.1. Market size and forecast, by type

7.4.10.2. Market size and forecast, by end-use

7.4.10.3. Market size and forecast, by sales channel

7.5. LAMEA

7.5.1. Key market trends, growth factors, and opportunities

7.5.2. Market size and forecast, by Type

7.5.3. Market size and forecast, by End-Use

7.5.4. Market size and forecast, by sales channel

7.5.5. Market size and forecast, by country

7.5.6. Latin America

7.5.6.1. Market size and forecast, by type

7.5.6.2. Market size and forecast, by end-use

7.5.6.3. Market size and forecast, by sales channel

7.5.7. Middle East

7.5.7.1. Market size and forecast, by type

7.5.7.2. Market size and forecast, by end-use

7.5.7.3. Market size and forecast, by sales channel

7.5.8. Africa

7.5.8.1. Market size and forecast, by type

7.5.8.2. Market size and forecast, by end-use

7.5.8.3. Market size and forecast, by sales channel

CHAPTER 8: COMPANY PROFILES

8.1. NORTH WOODS

8.1.1. Company overview

8.1.2. Key Executives

8.1.3. Company snapshot

8.1.4. Operating business segments

8.1.5. Product portfolio

8.1.6. Business performance

8.1.7. Key strategic moves and developments

8.2.RECKITT BENCKISER

- 8.2.1.Company overview
- 8.2.2.Key Executives
- 8.2.3.Company snapshot
- 8.2.4.Operating business segments
- 8.2.5.Product portfolio
- 8.2.6.Business performance
- 8.2.7.Key strategic moves and developments

8.3. REMICURE

- 8.3.1.Company overview
- 8.3.2.Key Executives
- 8.3.3.Company snapshot
- 8.3.4.Operating business segments
- 8.3.5.Product portfolio
- 8.3.6.Business performance
- 8.3.7.Key strategic moves and developments

8.4.DABUR

- 8.4.1.Company overview
- 8.4.2.Key Executives
- 8.4.3.Company snapshot
- 8.4.4.Operating business segments
- 8.4.5.Product portfolio
- 8.4.6.Business performance
- 8.4.7.Key strategic moves and developments

8.5.PAX AIR

- 8.5.1.Company overview
- 8.5.2.Key Executives
- 8.5.3.Company snapshot
- 8.5.4.Operating business segments
- 8.5.5.Product portfolio
- 8.5.6.Business performance
- 8.5.7.Key strategic moves and developments

8.6.PURESENTIEL

- 8.6.1.Company overview
- 8.6.2.Key Executives
- 8.6.3.Company snapshot
- 8.6.4.Operating business segments
- 8.6.5.Product portfolio
- 8.6.6.Business performance

- 8.6.7.Key strategic moves and developments
- 8.7.1001 REMEDIES
 - 8.7.1.Company overview
 - 8.7.2.Key Executives
 - 8.7.3.Company snapshot
 - 8.7.4.Operating business segments
 - 8.7.5.Product portfolio
 - 8.7.6.Business performance
 - 8.7.7.Key strategic moves and developments
- 8.8.ARKOPHARMA
 - 8.8.1.Company overview
 - 8.8.2.Key Executives
 - 8.8.3.Company snapshot
 - 8.8.4.Operating business segments
 - 8.8.5.Product portfolio
 - 8.8.6.Business performance
 - 8.8.7.Key strategic moves and developments
- 8.9.REMICURE LIFESCIENCE PVT. LTD.
 - 8.9.1.Company overview
 - 8.9.2.Key Executives
 - 8.9.3.Company snapshot
 - 8.9.4.Operating business segments
 - 8.9.5.Product portfolio
 - 8.9.6.Business performance
 - 8.9.7.Key strategic moves and developments
- 8.10.PRO PART INTERNATIONAL
 - 8.10.1.Company overview
 - 8.10.2.Key Executives
 - 8.10.3.Company snapshot
 - 8.10.4.Operating business segments
 - 8.10.5.Product portfolio
 - 8.10.6.Business performance
 - 8.10.7.Key strategic moves and developments

List Of Tables

LIST OF TABLES

TABLE 01.AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)

TABLE 02.AAROMATIC AIR PURIFYING SPRAY MARKET, BY REGION, 2019-2027 (\$MILLION)

TABLE 03.NON-AROMATIC AIR PURIFYING SPRAY MARKET, BY REGION, 2019-2027 (\$MILLION)

TABLE 04.AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027 (\$MILLION)

TABLE 05.INSTITUTIONAL AIR PURIFYING SPRAY MARKET, BY REGION, 2019-2027 (\$MILLION)

TABLE 06.HOUSEHOLD AIR PURIFYING SPRAY MARKET, BY REGION, 2019-2027 (\$MILLION)

TABLE 07.AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)

TABLE 08.AIR PURIFYING SPRAY MARKET FOR SUPERMARKET/HYPERMARKET, BY REGION, 2019-2027 (\$MILLION)

TABLE 09.AIR PURIFYING SPRAY MARKET FOR RETAIL PHARMACY, BY REGION, 2019-2027 (\$MILLION)

TABLE 10.AIR PURIFYING SPRAY MARKET FOR ONLINE, BY REGION, 2019-2027 (\$MILLION)

TABLE 11.AIR PURIFYING SPRAY MARKET FOR OTHERS, BY REGION, 2019-2027 (\$MILLION)

TABLE 12.NORTH AMERICA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)

TABLE 13.NORTH AMERICA AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027 (\$MILLION)

TABLE 14.NORTH AMERICA AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)

TABLE 15.NORTH AMERICA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)

TABLE 16.U.S. AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)

TABLE 17.U.S. AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027 (\$MILLION)

TABLE 18.U.S. AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)

TABLE 19.CANADA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)

TABLE 20.CANADA AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

TABLE 21.CANADA AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL,
2019-2027 (\$MILLION)

TABLE 22.MEXICO AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 23.MEXICO AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

TABLE 24.MEXICO AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL,
2019-2027 (\$MILLION)

TABLE 25.EUROPE AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 26.EUROPE AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

TABLE 27.EUROPE AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL,
2019-2027 (\$MILLION)

TABLE 28.EUROPE AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 29.GERMANY AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 30.GERMANY AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

TABLE 31.GERMANY AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL,
2019-2027 (\$MILLION)

TABLE 32.UK AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)

TABLE 33.UK AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

TABLE 34.UK AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027
(\$MILLION)

TABLE 35.FRANCE AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 36.FRANCE AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

TABLE 37.FRANCE AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL,
2019-2027 (\$MILLION)

TABLE 38.ITALY AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 39.ITALY AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

- TABLE 40.ITALY AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)
- TABLE 41.SPAIN AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)
- TABLE 42.SPAIN AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027 (\$MILLION)
- TABLE 43.SPAIN AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)
- TABLE 44.REST OF EUROPE AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)
- TABLE 45.REST OF EUROPE AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027 (\$MILLION)
- TABLE 46.REST OF EUROPE AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)
- TABLE 47.ASIA-PACIFIC AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)
- TABLE 48.ASIA-PACIFIC AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027 (\$MILLION)
- TABLE 49.ASIA-PACIFIC AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)
- TABLE 50.ASIA-PACIFIC AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)
- TABLE 51.CHINA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)
- TABLE 52.CHINA AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027 (\$MILLION)
- TABLE 53.CHINA AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)
- TABLE 54.INDIA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)
- TABLE 55.INDIA AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027 (\$MILLION)
- TABLE 56.INDIA AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)
- TABLE 57.ASEAN AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027 (\$MILLION)
- TABLE 58.ASEAN AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027 (\$MILLION)
- TABLE 59.ASEAN AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019-2027 (\$MILLION)

TABLE 60.AUSTRALIA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 61.AUSTRALIA AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

TABLE 62.AUSTRALIA AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL,
2019-2027 (\$MILLION)

TABLE 63.REST OF ASIA-PACIFIC AIR PURIFYING SPRAY MARKET, BY TYPE,
2019-2027 (\$MILLION)

TABLE 64.REST OF ASIA-PACIFIC AIR PURIFYING SPRAY MARKET, BY END-USE,
2019-2027 (\$MILLION)

TABLE 65.REST OF ASIA-PACIFIC AIR PURIFYING SPRAY MARKET, BY SALES
CHANNEL, 2019-2027 (\$MILLION)

TABLE 66.LAMEA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 67.LAMEA AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

TABLE 68.LAMEA AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL,
2019-2027 (\$MILLION)

TABLE 69.LAMEA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 70.LATIN AMERICA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 71.LATIN AMERICA AIR PURIFYING SPRAY MARKET, BY END-USE,
2019-2027 (\$MILLION)

TABLE 72.LATIN AMERICA AIR PURIFYING SPRAY MARKET, BY SALES
CHANNEL, 2019-2027 (\$MILLION)

TABLE 73.MIDDLE EAST AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 74.MIDDLE EAST AIR PURIFYING SPRAY MARKET, BY END-USE,
2019-2027 (\$MILLION)

TABLE 75.MIDDLE EAST AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL,
2019-2027 (\$MILLION)

TABLE 76.AFRICA AIR PURIFYING SPRAY MARKET, BY TYPE, 2019-2027
(\$MILLION)

TABLE 77.AFRICA AIR PURIFYING SPRAY MARKET, BY END-USE, 2019-2027
(\$MILLION)

TABLE 78.AFRICA AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL,
2019-2027 (\$MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 01.AIR PURIFYING SPRAY MARKET SEGMENTATION

FIGURE 02.AIR PURIFYING SPRAY MARKET, 2019–2027

FIGURE 03.TOP INVESTMENT POCKET, BY COUNTRY

FIGURE 04.MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 05.HIGH BARGAINING POWER OF BUYERS

FIGURE 06.HIGH THREAT OF NEW ENTRANTS

FIGURE 07.HIGH THREAT OF SUBSTITUTES

FIGURE 08.MODERATE INTENSITY OF COMPETITIVE RIVALRY

FIGURE 09.TOP PLAYER POSITIONING, 2019

FIGURE 10.AIR PURIFYING SPRAY MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES

FIGURE 11.IMPACT OF COVID-19 ON AIR PURIFYING SPRAY MARKET FORECAST

FIGURE 12.VALUE CHAIN ANALYSIS: AIR PURIFYING SPRAY MARKET

FIGURE 13.TOP IMPACTING FACTOR: AIR PURIFYING SPRAY MARKET

FIGURE 14.AIR PURIFYING SPRAY MARKET, BY TYPE, 2019 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS OF AROMATIC AIR PURIFYING SPRAY MARKET, BY COUNTRY, 2019-2027 (%)

FIGURE 16.COMPARATIVE SHARE ANALYSIS OF NON-AROMATIC AIR PURIFYING SPRAY MARKET, BY COUNTRY, 2019-2027 (%)

FIGURE 17.AIR PURIFYING SPRAY MARKET, BY END-USE, 2019 (%)

FIGURE 18.COMPARATIVE SHARE ANALYSIS OF INSTITUTIONAL AIR PURIFYING SPRAY MARKET, BY COUNTRY, 2019-2027 (%)

FIGURE 19.COMPARATIVE SHARE ANALYSIS OF HOUSEHOLD AIR PURIFYING SPRAY MARKET, BY COUNTRY, 2019-2027 (%)

FIGURE 20.AIR PURIFYING SPRAY MARKET, BY SALES CHANNEL, 2019 (%)

FIGURE 21.COMPARATIVE SHARE ANALYSIS OF AIR PURIFYING SPRAY MARKET FOR SUPERMARKET/HYPERMARKET, BY COUNTRY, 2019-2027 (%)

FIGURE 22.COMPARATIVE SHARE ANALYSIS OF AIR PURIFYING SPRAY MARKET FOR RETAIL PHARMACY, BY COUNTRY, 2019-2027 (%)

FIGURE 23.COMPARATIVE SHARE ANALYSIS OF AIR PURIFYING SPRAY MARKET FOR ONLINE, BY COUNTRY, 2019-2027 (%)

FIGURE 24.COMPARATIVE SHARE ANALYSIS OF AIR PURIFYING SPRAY MARKET FROM OTHERS, 2019-2027 (%)

FIGURE 25.AIR PURIFYING SPRAY MARKET, BY REGION, 2019 (%)

- FIGURE 26.U.S. AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 27.CANADA AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 28.MEXICO AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 29.GERMANY AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 30.UK AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027 (\$MILLION)
- FIGURE 31.FRANCE AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 32.ITALY AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 33.SPAIN AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 34.REST OF EUROPE AIR PURIFYING SPRAY MARKET REVENUE,
2019–2027 (\$MILLION)
- FIGURE 35.CHINA AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 36.INDIA AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 37.ASEAN AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 38.AUSTRALIA AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 39.REST OF ASIA-PACIFIC AIR PURIFYING SPRAY MARKET REVENUE,
2019–2027 (\$MILLION)
- FIGURE 40.LATIN AMERICA AIR PURIFYING SPRAY MARKET REVENUE,
2019–2027 (\$MILLION)
- FIGURE 41.MIDDLE EAST AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)
- FIGURE 42.AFRICA AIR PURIFYING SPRAY MARKET REVENUE, 2019–2027
(\$MILLION)

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