

# Global Air Freshener Market Size study, by Product Type (Room Sprays, Fragrance Diffusers and Specialty Products) and Regional Forecasts 2021-2027

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## Abstracts

Global Air Freshener Market is valued approximately at USD xx Billion in 2020 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2021-2027. Air Freshener is used to eliminate foul odor or smell from the indoor environments such as offices, homes, cars, hotel rooms, and others. The global Air Freshener market is being driven by growing production of automotive vehicles as there is a need to keep the indoor environment fresh. According to International Organization of Motor Vehicle Manufacturers, in Africa passenger cars production increased from 776,967 units in 2018, to 787,287 units in 2019, representing a 1.3 percent growth. According to the same source, the number of light commercial vehicles produced in Canada rose by 6.2 percent from 1,348,932 in 2018 to 1,431,904 in 2019. Also, the growth in hotel industry is expected to boost the market growth as air fresheners are used in the hotel rooms. According to Statista, market size of the hotel and resort industry worldwide is expected to increase from USD 1.16 trillion in 2017 to USD 1.22 trillion by 2021. The other important driving factor is the introduction of new air fresheners in the market with advanced features. For instance: in February 2021, Febreze launched new Febreze Fade Defy PLUG(TM), the plug-in air freshener with built-in microchip smart technology. Furthermore, growing consumer awareness related to health and environmental concerns, the growing disposable income, changing lifestyles to luxury and growing preference as well as the availability of international recognized brands will provide new opportunities for the global Air Freshener industry. However, availability of alternative substitutes such as air purifier may impede market growth over the forecast period of 2021-2027.

The important regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World are considered for regional analysis of the global Air Freshener

Market. Europe is the leading region across the world in terms of market share due to presence of large perfume and cosmetic companies and enhanced standards of living. Whereas Asia Pacific is anticipated to exhibit the highest CAGR over the forecast period 2021-2027 due to the rising urbanization, increase in concerns over indoor air quality and increasing demand for luxurious and premium goods in the region.

Major market player included in this report are:

Procter & Gamble

SC Johnson

Reckitt Benckiser

Henkel

Church & Dwight

California Scents

ST Corporation

Scott's Liquid Gold, Inc.

Amway

Kobayashi

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Room Sprays

Fragrance Diffusers

Specialty Products

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Air Freshener Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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