

Global Home Fragrance Market Size study, by Product Type (Diffuser, Potpourri, Spray, Candle, Electric Air Freshener, Burner, Aroma Oil, Lamp) by Form (Liquid, Dry, Solid) by Fragrances (Lemon, Lavender, Jasmine, Rose, Sandalwood, Vanilla, Others) by Distribution Channel (Direct Sales, E-commerce, Retail Stores, Others) and Regional Forecasts 2021-2027

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Abstracts

Global Home Fragrance Market is valued approximately USD 7.32 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 4.5 % over the forecast period 2021-2027. Home Fragrance is used to cover the unpleasant odors and these are categorized into sprays, electric air freshers and is widely used in homes, cars, hospitals and offices. These fragrances are made up to lighten up the mood of a stressful surrounding. And as there is significant rise in disposable income of consumer the growth for home fragrance market is increasing. According to OECD, disposable personal income in year 2019 was USD 16.425.3 billion and in year 2021 it is USD 18,183.5 billion thus, there is significant rise in the disposable income which is driving growth for global home fragrance market. Also, increasing adoption of innovative candles and smart home fragrance is likely to increase the market growth during the forecast period. However, allergic reaction to individual with health complication hampers the growth of home fragrance market in the forecasted period 2021-2027.

The key regions considered for the global Home Fragrance market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the dominating region across the world in terms of market share as there is high standard of living and increase in purchasing power and high demand for home fragrance. Whereas, Asia-Pacific is also anticipated to exhibit highest CAGR over the forecast

period 2021-2027. Due to increase in awareness about healthy lifestyle in the region and rapid innovation in the homecare products. As there is growing demand for customized scented candles specially during the festival in the region.

Major market player included in this report are:

Reckitt Benckister

Procter & Gamble

SEDA FRANCE

S. C. Johnson & Son, Inc.

VOLUSPA

Newell Brands

3M

ScentAir

KORONA Candles Sp. z o.o

La Scenteur Fragrance Technologies Private Limited.

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:

Diffuser

Potpourri

Spray

Candle

Electric Air Freshener

Burner

Aroma Oil

Lamp

By Form:

Liquid

Dry

Solid

By Fragrance:

Lemon

Lavender

Jasmine

Rose

Sandalwood

Vanilla

Others

By Distribution Channel:

Direct Sales

E-commerce

Retail Stores

Others

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 Home Fragrance 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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. Home Fragrance Market, by Region, 2019-2027 (USD Billion)
 - 1.2.2. Home Fragrance Market, by Product Type, 2019-2027 (USD Billion)
 - 1.2.3. Home Fragrance Market, by Form, 2019-2027 (USD Billion)
 - 1.2.4. Home Fragrance Market, by Fragrance, 2019-2027 (USD Billion)
 - 1.2.5. Home Fragrance Market, by Distribution Channel, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL HOME FRAGRANCE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL HOME FRAGRANCE MARKET DYNAMICS

- 3.1. Home Fragrance Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing disposable income
 - 3.1.2. Market Challenges
 - 3.1.2.1. Allergic reaction fragrance
 - 3.1.3. Market Opportunities
 - 3.1.3.1. New product launch

CHAPTER 4. GLOBAL HOME FRAGRANCE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

CHAPTER 6. GLOBAL HOME FRAGRANCE MARKET, BY PRODUCT TYPE

- 6.1. Market Snapshot
- 6.2. Global Home Fragrance Market by Product Type, Performance - Potential Analysis
- 6.3. Global Home Fragrance Market Estimates & Forecasts by Product Type 2018-2027 (USD Billion)
- 6.4. Home Fragrance Market, Sub Segment Analysis
 - 6.4.1. Diffuser
 - 6.4.2. Potpourri
 - 6.4.3. Spray
 - 6.4.4. Candle
 - 6.4.5. Electric Air Freshener
 - 6.4.6. Burner
 - 6.4.7. Aroma Oil
 - 6.4.8. Lamp

CHAPTER 7. GLOBAL HOME FRAGRANCE MARKET, BY FORM

- 7.1. Market Snapshot
- 7.2. Global Home Fragrance Market by Form, Performance - Potential Analysis

7.3. Global Home Fragrance Market Estimates & Forecasts by Form 2018-2027 (USD Billion)

7.4. Home Fragrance Market, Sub Segment Analysis

7.4.1. Liquid

7.4.2. Dry

7.4.3. Solid

CHAPTER 8. GLOBAL HOME FRAGRANCE MARKET, BY FRAGRANCE

8.1. Market Snapshot

8.2. Global Home Fragrance Market by Fragrance, Performance - Potential Analysis

8.3. Global Home Fragrance Market Estimates & Forecasts by Fragrance 2018-2027 (USD Billion)

8.4. Home Fragrance Market, Sub Segment Analysis

8.4.1. Lemon

8.4.2. Lavender

8.4.3. Jasmine

8.4.4. Rose

8.4.5. Sandalwood

8.4.6. Vanilla

8.4.7. Others

CHAPTER 9. GLOBAL HOME FRAGRANCE MARKET, BY DISTRIBUTION CHANNEL

9.1. Market Snapshot

9.2. Global Home Fragrance Market by Distribution Channel, Performance - Potential Analysis

9.3. Global Home Fragrance Market Estimates & Forecasts by Distribution Channel 2018-2027 (USD Billion)

9.4. Home Fragrance Market, Sub Segment Analysis

9.4.1. Direct Sales

9.4.2. E-commerce

9.4.3. Retail Stores

9.4.4. Others

CHAPTER 10. GLOBAL HOME FRAGRANCE MARKET, REGIONAL ANALYSIS

10.1. Home Fragrance Market, Regional Market Snapshot

- 10.2. North America Home Fragrance Market
 - 10.2.1. U.S. Home Fragrance Market
 - 10.2.1.1. Product Type breakdown estimates & forecasts, 2018-2027
 - 10.2.1.2. Form breakdown estimates & forecasts, 2018-2027
 - 10.2.1.3. Fragrance breakdown estimates & forecasts, 2018-2027
 - 10.2.1.4. Distribution Channel breakdown estimates & forecasts, 2018-2027
 - 10.2.2. Canada Home Fragrance Market
- 10.3. Europe Home Fragrance Market Snapshot
 - 10.3.1. U.K. Home Fragrance Market
 - 10.3.2. Germany Home Fragrance Market
 - 10.3.3. France Home Fragrance Market
 - 10.3.4. Spain Home Fragrance Market
 - 10.3.5. Italy Home Fragrance Market
 - 10.3.6. Rest of Europe Home Fragrance Market
- 10.4. Asia-Pacific Home Fragrance Market Snapshot
 - 10.4.1. China Home Fragrance Market
 - 10.4.2. India Home Fragrance Market
 - 10.4.3. Japan Home Fragrance Market
 - 10.4.4. Australia Home Fragrance Market
 - 10.4.5. South Korea Home Fragrance Market
 - 10.4.6. Rest of Asia Pacific Home Fragrance Market
- 10.5. Latin America Home Fragrance Market Snapshot
 - 10.5.1. Brazil Home Fragrance Market
 - 10.5.2. Mexico Home Fragrance Market
- 10.6. Rest of The World Home Fragrance Market

CHAPTER 11. COMPETITIVE INTELLIGENCE

- 11.1. Top Market Strategies
- 11.2. Company Profiles
 - 11.2.1. Reckitt Benckister
 - 11.2.1.1. Key Information
 - 11.2.1.2. Overview
 - 11.2.1.3. Financial (Subject to Data Availability)
 - 11.2.1.4. Product Summary
 - 11.2.1.5. Recent Developments
 - 11.2.2. Procter & Gamble
 - 11.2.3. SEDA FRANCE
 - 11.2.4. S. C. Johnson & Son, Inc.

- 11.2.5. VOLUSPA
- 11.2.6. Newell Brands
- 11.2.7. 3M
- 11.2.8. ScentAir
- 11.2.9. KORONA Candles Sp. z o.o
- 11.2.10. La Scenteur Fragrance Technologies Private Limited.

CHAPTER 12. RESEARCH PROCESS

12.1. Research Process

- 12.1.1. Data Mining
- 12.1.2. Analysis
- 12.1.3. Market Estimation
- 12.1.4. Validation
- 12.1.5. Publishing

12.2. Research Attributes

12.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Home Fragrance market, report scope

TABLE 2. Global Home Fragrance market estimates & forecasts by Region 2018-2027 (USD Billion)

TABLE 3. Global Home Fragrance market estimates & forecasts by Product Type 2018-2027 (USD Billion)

TABLE 4. Global Home Fragrance market estimates & forecasts by Form 2018-2027 (USD Billion)

TABLE 5. Global Home Fragrance market estimates & forecasts by Fragrance 2018-2027 (USD Billion)

TABLE 6. Global Home Fragrance market estimates & forecasts by Distribution Channel 2018-2027 (USD Billion)

TABLE 7. Global Home Fragrance market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global Home Fragrance market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global Home Fragrance market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global Home Fragrance market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global Home Fragrance market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global Home Fragrance market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global Home Fragrance market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global Home Fragrance market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. Global Home Fragrance market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. Global Home Fragrance market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 17. U.S. Home Fragrance market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 18. U.S. Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 19. U.S. Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 20. Canada Home Fragrance market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 21. Canada Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 22. Canada Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 23. UK Home Fragrance market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 24. UK Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 25. UK Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. Germany Home Fragrance market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 27. Germany Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 28. Germany Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. RoE Home Fragrance market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 30. RoE Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 31. RoE Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. China Home Fragrance market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 33. China Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 34. China Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. India Home Fragrance market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 36. India Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 37. India Home Fragrance market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Japan Home Fragrance market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 39. Japan Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 40. Japan Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 41. RoAPAC Home Fragrance market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 42. RoAPAC Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 43. RoAPAC Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 44. Brazil Home Fragrance market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 45. Brazil Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 46. Brazil Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 47. Mexico Home Fragrance market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 48. Mexico Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 49. Mexico Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 50. RoLA Home Fragrance market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 51. RoLA Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 52. RoLA Home Fragrance market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 53. Row Home Fragrance market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 54. Row Home Fragrance market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 55. Row Home Fragrance market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 56. List of secondary sources, used in the study of global Home Fragrance
market

TABLE 57. List of primary sources, used in the study of global Home Fragrance market

TABLE 58. Years considered for the study

TABLE 59. Exchange rates considered

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