

Global Home Fragrances Market Size study & Forecast, by Product (Scented Candles, Sprays, Essential Oils, Incense Sticks, Others), by Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Convenience Stores, Online, Others) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/GCD645116034EN.html>

Date: February 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GCD645116034EN

Abstracts

Global Home Fragrance Market is valued at approximately USD 10.20 Billion in 2022 and is anticipated to grow with a healthy growth rate of more than 9.0% during the forecast period 2023-2030. Home Fragrances include the products help in removing unpleasant odors and fill the space with fresh fragrances. The primary components of these items are natural ingredient extracts, which contribute to maintaining a fresh ambience. A common purpose for using home scent items is a sense of wellness and peace of mind. Consumers are looking for things that encourage a sense of calmness and tranquility in their homes as personal care and wellness become increasingly important. The demand for Home Fragrances has increased in the market due to the factors like increase in disposable income of the people, innovations in technology and increased usage of sustainable products.

In the present scenario, the demand for Home Fragrances has significantly increased over a period of time as the per capita disposable income of the people have likewise gone up. According to Statista, in year 2020, the per capita disposable income of people of India stood USD 2.69 trillion. In 2023, it has been raised to USD 25 trillion and it forecast a significant growth of USD 37.31 in the year 2028. In addition, it has been found from the same source that the per capita disposable income of people of Germany stood USD 42.70 trillion in the year 2020. In 2023, it has been raised to USD 43.01 trillion and it forecast a significant growth of USD 52.62 trillion in the year 2028.

Thus, this lead to the improvement in the living standards of the people and the demand of home decor like home fragrances may increase. Moreover, the demand for Home Fragrances has increased over the time due to the rapid urbanization and increase in celebrity endorsements are the opportunities for the market over the forecast period. However, high cost of production may hinder the expansion of Home Fragrance Market throughout the forecast year 2020-2030.

The key regions considered for the Global Home Fragrance Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America is dominating the market share globally in the Home Fragrance Market due to the factors like rapid urbanization, technological innovations and increase in the per capita disposable income of the people. Asia Pacific is expected to grow with a significant increase in CAGR over the forecast period, owing to factors such as an increase in the number of collaborations for fragrance production, rise in developmental activities in the highly populated countries and improvement in living standards of the people and active participation of government and non-profit organizations in the market spaces.

Major market player included in this report are:

Scent Air

International Flavors & Fragrances, Inc.

Firmenich International S.A.

Takasago International Corporation

Voluspa

NEST Fragrances

The Estée Lauder Companies Inc.

Newell Brands Inc.

Oriental Aromatics Limited

Reckitt Benckiser Group PLC

Recent Developments in the Market:

In October 2023, Newell Brands Inc.'s The Yankee Candle Company, Inc., has launched a couple of refreshing scents, Silver Sage & Pine and White Spruce & Grapefruit, in a variety of sizes. Sage & Pine give out the refreshing and heady Fragrance of Christmas trees with clary sage and pine needles, featured by leather, cedar wood, and amber. Conversely, White Spruce & Grapefruit is the blend of citrus fruits, fir needles, and vanilla bean. These come in a variety of sizes including containers like jars, tumblers and melts.

In Aug 2023, Mood Collection was introduced by The Procter & Gamble Company's Febreze. This collection consists of three luxury fragrances which are determined to set different moods in different spaces. This luxury collection includes Romance & Desire, Soothe & Restore, and Refresh & Energize. In the tribute to the release, Febreze clubbed with 3 risingsingers to create songs in such a way that they may perfectly go with the taste of these three newly released Fragrances.

In April 2022, S. C. Johnson & Son, Inc.'s Glade brand introduced a new Fragrance, Coastal Sunshine Citrus fragrance. These scents help to brighten up the mood and energize the space. This scent is available in various forms such as aerosols, and candles.

Global Home Fragrance Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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:

Scented Candles

Sprays

Essential Oils

Incense Sticks

Others

By Distribution Channel:

Supermarkets & Hypermarkets

Specialty Stores

Convenience Stores

Online

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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