

Global Home Fragrances Market Research Report 2024, Forecast to 2032

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Abstracts

Report Overview

Fragrance is considered a functional ingredient in home care products to mask unpleasant odors. Home fragrance products are made with different type of aromas such as eucalyptus, jasmine and lavender that help to liven up the mood, thereby creating a stress-free environment.

The global Home Fragrances market size was estimated at USD 9745 million in 2023 and is projected to reach USD 19318.56 million by 2032, exhibiting a CAGR of 7.90% during the forecast period.

North America Home Fragrances market size was estimated at USD 2894.80 million in 2023, at a CAGR of 6.77% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Home Fragrances market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Home Fragrances Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply

understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Home Fragrances market in any manner.

Global Home Fragrances Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Henkel AG & Co. KGaA

Newell Brands

Inc.

Reckitt Benckiser Group Plc

S. C. Johnson & Son

Inc.

The Procter & Gamble Co.

IKEA

Godrej Aer

Seda France

Voluspa

Scent Air

NEST Fragrances

The Est?e Lauder Companies Inc

Bougie & Senteur

Bath & Body Works

Aromame

Market Segmentation (by Type)

Candles

Diffusers

Spray

Market Segmentation (by Application)

Offline

Online

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Home Fragrances Market

Overview of the regional outlook of the Home Fragrances Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth

as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product

type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Home Fragrances Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Home Fragrances, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development

potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Home Fragrances
- 1.2 Key Market Segments
 - 1.2.1 Home Fragrances Segment by Type
 - 1.2.2 Home Fragrances Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 HOME FRAGRANCES MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Home Fragrances Market Size (M USD) Estimates and Forecasts (2019-2032)
 - 2.1.2 Global Home Fragrances Sales Estimates and Forecasts (2019-2032)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 HOME FRAGRANCES MARKET COMPETITIVE LANDSCAPE

- 3.1 Global Home Fragrances Sales by Manufacturers (2019-2024)
- 3.2 Global Home Fragrances Revenue Market Share by Manufacturers (2019-2024)
- 3.3 Home Fragrances Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Home Fragrances Average Price by Manufacturers (2019-2024)
- 3.5 Manufacturers Home Fragrances Sales Sites, Area Served, Product Type
- 3.6 Home Fragrances Market Competitive Situation and Trends
 - 3.6.1 Home Fragrances Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Home Fragrances Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 HOME FRAGRANCES INDUSTRY CHAIN ANALYSIS

- 4.1 Home Fragrances Industry Chain Analysis

- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF HOME FRAGRANCES MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 HOME FRAGRANCES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Home Fragrances Sales Market Share by Type (2019-2024)
- 6.3 Global Home Fragrances Market Size Market Share by Type (2019-2024)
- 6.4 Global Home Fragrances Price by Type (2019-2024)

7 HOME FRAGRANCES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Home Fragrances Market Sales by Application (2019-2024)
- 7.3 Global Home Fragrances Market Size (M USD) by Application (2019-2024)
- 7.4 Global Home Fragrances Sales Growth Rate by Application (2019-2024)

8 HOME FRAGRANCES MARKET CONSUMPTION BY REGION

- 8.1 Global Home Fragrances Sales by Region
 - 8.1.1 Global Home Fragrances Sales by Region
 - 8.1.2 Global Home Fragrances Sales Market Share by Region
- 8.2 North America
 - 8.2.1 North America Home Fragrances Sales by Country
 - 8.2.2 U.S.

- 8.2.3 Canada
- 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Home Fragrances Sales by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy
 - 8.3.6 Russia
- 8.4 Asia Pacific
 - 8.4.1 Asia Pacific Home Fragrances Sales by Region
 - 8.4.2 China
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 India
 - 8.4.6 Southeast Asia
- 8.5 South America
 - 8.5.1 South America Home Fragrances Sales by Country
 - 8.5.2 Brazil
 - 8.5.3 Argentina
 - 8.5.4 Columbia
- 8.6 Middle East and Africa
 - 8.6.1 Middle East and Africa Home Fragrances Sales by Region
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE
 - 8.6.4 Egypt
 - 8.6.5 Nigeria
 - 8.6.6 South Africa

9 HOME FRAGRANCES MARKET PRODUCTION BY REGION

- 9.1 Global Production of Home Fragrances by Region (2019-2024)
- 9.2 Global Home Fragrances Revenue Market Share by Region (2019-2024)
- 9.3 Global Home Fragrances Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Home Fragrances Production
 - 9.4.1 North America Home Fragrances Production Growth Rate (2019-2024)
 - 9.4.2 North America Home Fragrances Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Home Fragrances Production

9.5.1 Europe Home Fragrances Production Growth Rate (2019-2024)

9.5.2 Europe Home Fragrances Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Home Fragrances Production (2019-2024)

9.6.1 Japan Home Fragrances Production Growth Rate (2019-2024)

9.6.2 Japan Home Fragrances Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Home Fragrances Production (2019-2024)

9.7.1 China Home Fragrances Production Growth Rate (2019-2024)

9.7.2 China Home Fragrances Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Henkel AG and Co. KGaA

10.1.1 Henkel AG and Co. KGaA Home Fragrances Basic Information

10.1.2 Henkel AG and Co. KGaA Home Fragrances Product Overview

10.1.3 Henkel AG and Co. KGaA Home Fragrances Product Market Performance

10.1.4 Henkel AG and Co. KGaA Business Overview

10.1.5 Henkel AG and Co. KGaA Home Fragrances SWOT Analysis

10.1.6 Henkel AG and Co. KGaA Recent Developments

10.2 Newell Brands

10.2.1 Newell Brands Home Fragrances Basic Information

10.2.2 Newell Brands Home Fragrances Product Overview

10.2.3 Newell Brands Home Fragrances Product Market Performance

10.2.4 Newell Brands Business Overview

10.2.5 Newell Brands Home Fragrances SWOT Analysis

10.2.6 Newell Brands Recent Developments

10.3 Inc.

10.3.1 Inc. Home Fragrances Basic Information

10.3.2 Inc. Home Fragrances Product Overview

10.3.3 Inc. Home Fragrances Product Market Performance

10.3.4 Inc. Home Fragrances SWOT Analysis

10.3.5 Inc. Business Overview

10.3.6 Inc. Recent Developments

10.4 Reckitt Benckiser Group Plc

10.4.1 Reckitt Benckiser Group Plc Home Fragrances Basic Information

10.4.2 Reckitt Benckiser Group Plc Home Fragrances Product Overview

- 10.4.3 Reckitt Benckiser Group Plc Home Fragrances Product Market Performance
- 10.4.4 Reckitt Benckiser Group Plc Business Overview
- 10.4.5 Reckitt Benckiser Group Plc Recent Developments
- 10.5 S. C. Johnson and Son
 - 10.5.1 S. C. Johnson and Son Home Fragrances Basic Information
 - 10.5.2 S. C. Johnson and Son Home Fragrances Product Overview
 - 10.5.3 S. C. Johnson and Son Home Fragrances Product Market Performance
 - 10.5.4 S. C. Johnson and Son Business Overview
 - 10.5.5 S. C. Johnson and Son Recent Developments
- 10.6 Inc.
 - 10.6.1 Inc. Home Fragrances Basic Information
 - 10.6.2 Inc. Home Fragrances Product Overview
 - 10.6.3 Inc. Home Fragrances Product Market Performance
 - 10.6.4 Inc. Business Overview
 - 10.6.5 Inc. Recent Developments
- 10.7 The Procter and Gamble Co.
 - 10.7.1 The Procter and Gamble Co. Home Fragrances Basic Information
 - 10.7.2 The Procter and Gamble Co. Home Fragrances Product Overview
 - 10.7.3 The Procter and Gamble Co. Home Fragrances Product Market Performance
 - 10.7.4 The Procter and Gamble Co. Business Overview
 - 10.7.5 The Procter and Gamble Co. Recent Developments
- 10.8 IKEA
 - 10.8.1 IKEA Home Fragrances Basic Information
 - 10.8.2 IKEA Home Fragrances Product Overview
 - 10.8.3 IKEA Home Fragrances Product Market Performance
 - 10.8.4 IKEA Business Overview
 - 10.8.5 IKEA Recent Developments
- 10.9 Godrej Aer
 - 10.9.1 Godrej Aer Home Fragrances Basic Information
 - 10.9.2 Godrej Aer Home Fragrances Product Overview
 - 10.9.3 Godrej Aer Home Fragrances Product Market Performance
 - 10.9.4 Godrej Aer Business Overview
 - 10.9.5 Godrej Aer Recent Developments
- 10.10 Seda France
 - 10.10.1 Seda France Home Fragrances Basic Information
 - 10.10.2 Seda France Home Fragrances Product Overview
 - 10.10.3 Seda France Home Fragrances Product Market Performance
 - 10.10.4 Seda France Business Overview
 - 10.10.5 Seda France Recent Developments

10.11 Voluspa

- 10.11.1 Voluspa Home Fragrances Basic Information
- 10.11.2 Voluspa Home Fragrances Product Overview
- 10.11.3 Voluspa Home Fragrances Product Market Performance
- 10.11.4 Voluspa Business Overview
- 10.11.5 Voluspa Recent Developments

10.12 Scent Air

- 10.12.1 Scent Air Home Fragrances Basic Information
- 10.12.2 Scent Air Home Fragrances Product Overview
- 10.12.3 Scent Air Home Fragrances Product Market Performance
- 10.12.4 Scent Air Business Overview
- 10.12.5 Scent Air Recent Developments

10.13 NEST Fragrances

- 10.13.1 NEST Fragrances Home Fragrances Basic Information
- 10.13.2 NEST Fragrances Home Fragrances Product Overview
- 10.13.3 NEST Fragrances Home Fragrances Product Market Performance
- 10.13.4 NEST Fragrances Business Overview
- 10.13.5 NEST Fragrances Recent Developments

10.14 The Est?e Lauder Companies Inc

- 10.14.1 The Est?e Lauder Companies Inc Home Fragrances Basic Information
- 10.14.2 The Est?e Lauder Companies Inc Home Fragrances Product Overview
- 10.14.3 The Est?e Lauder Companies Inc Home Fragrances Product Market Performance
- 10.14.4 The Est?e Lauder Companies Inc Business Overview
- 10.14.5 The Est?e Lauder Companies Inc Recent Developments

10.15 Bougie and Senteur

- 10.15.1 Bougie and Senteur Home Fragrances Basic Information
- 10.15.2 Bougie and Senteur Home Fragrances Product Overview
- 10.15.3 Bougie and Senteur Home Fragrances Product Market Performance
- 10.15.4 Bougie and Senteur Business Overview
- 10.15.5 Bougie and Senteur Recent Developments

10.16 Bath and Body Works

- 10.16.1 Bath and Body Works Home Fragrances Basic Information
- 10.16.2 Bath and Body Works Home Fragrances Product Overview
- 10.16.3 Bath and Body Works Home Fragrances Product Market Performance
- 10.16.4 Bath and Body Works Business Overview
- 10.16.5 Bath and Body Works Recent Developments

10.17 Aromame

- 10.17.1 Aromame Home Fragrances Basic Information

- 10.17.2 Aromame Home Fragrances Product Overview
- 10.17.3 Aromame Home Fragrances Product Market Performance
- 10.17.4 Aromame Business Overview
- 10.17.5 Aromame Recent Developments

11 HOME FRAGRANCES MARKET FORECAST BY REGION

- 11.1 Global Home Fragrances Market Size Forecast
- 11.2 Global Home Fragrances Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Home Fragrances Market Size Forecast by Country
 - 11.2.3 Asia Pacific Home Fragrances Market Size Forecast by Region
 - 11.2.4 South America Home Fragrances Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Consumption of Home Fragrances by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Home Fragrances Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Home Fragrances by Type (2025-2032)
 - 12.1.2 Global Home Fragrances Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Home Fragrances by Type (2025-2032)
- 12.2 Global Home Fragrances Market Forecast by Application (2025-2032)
 - 12.2.1 Global Home Fragrances Sales (K Units) Forecast by Application
 - 12.2.2 Global Home Fragrances Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Home Fragrances Market Size Comparison by Region (M USD)
- Table 5. Global Home Fragrances Sales (K Units) by Manufacturers (2019-2024)
- Table 6. Global Home Fragrances Sales Market Share by Manufacturers (2019-2024)
- Table 7. Global Home Fragrances Revenue (M USD) by Manufacturers (2019-2024)
- Table 8. Global Home Fragrances Revenue Share by Manufacturers (2019-2024)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Home Fragrances as of 2022)
- Table 10. Global Market Home Fragrances Average Price (USD/Unit) of Key Manufacturers (2019-2024)
- Table 11. Manufacturers Home Fragrances Sales Sites and Area Served
- Table 12. Manufacturers Home Fragrances Product Type
- Table 13. Global Home Fragrances Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of Home Fragrances
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Home Fragrances Market Challenges
- Table 22. Global Home Fragrances Sales by Type (K Units)
- Table 23. Global Home Fragrances Market Size by Type (M USD)
- Table 24. Global Home Fragrances Sales (K Units) by Type (2019-2024)
- Table 25. Global Home Fragrances Sales Market Share by Type (2019-2024)
- Table 26. Global Home Fragrances Market Size (M USD) by Type (2019-2024)
- Table 27. Global Home Fragrances Market Size Share by Type (2019-2024)
- Table 28. Global Home Fragrances Price (USD/Unit) by Type (2019-2024)
- Table 29. Global Home Fragrances Sales (K Units) by Application
- Table 30. Global Home Fragrances Market Size by Application
- Table 31. Global Home Fragrances Sales by Application (2019-2024) & (K Units)
- Table 32. Global Home Fragrances Sales Market Share by Application (2019-2024)

- Table 33. Global Home Fragrances Sales by Application (2019-2024) & (M USD)
- Table 34. Global Home Fragrances Market Share by Application (2019-2024)
- Table 35. Global Home Fragrances Sales Growth Rate by Application (2019-2024)
- Table 36. Global Home Fragrances Sales by Region (2019-2024) & (K Units)
- Table 37. Global Home Fragrances Sales Market Share by Region (2019-2024)
- Table 38. North America Home Fragrances Sales by Country (2019-2024) & (K Units)
- Table 39. Europe Home Fragrances Sales by Country (2019-2024) & (K Units)
- Table 40. Asia Pacific Home Fragrances Sales by Region (2019-2024) & (K Units)
- Table 41. South America Home Fragrances Sales by Country (2019-2024) & (K Units)
- Table 42. Middle East and Africa Home Fragrances Sales by Region (2019-2024) & (K Units)
- Table 43. Global Home Fragrances Production (K Units) by Region (2019-2024)
- Table 44. Global Home Fragrances Revenue (US\$ Million) by Region (2019-2024)
- Table 45. Global Home Fragrances Revenue Market Share by Region (2019-2024)
- Table 46. Global Home Fragrances Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 47. North America Home Fragrances Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 48. Europe Home Fragrances Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 49. Japan Home Fragrances Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 50. China Home Fragrances Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 51. Henkel AG and Co. KGaA Home Fragrances Basic Information
- Table 52. Henkel AG and Co. KGaA Home Fragrances Product Overview
- Table 53. Henkel AG and Co. KGaA Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 54. Henkel AG and Co. KGaA Business Overview
- Table 55. Henkel AG and Co. KGaA Home Fragrances SWOT Analysis
- Table 56. Henkel AG and Co. KGaA Recent Developments
- Table 57. Newell Brands Home Fragrances Basic Information
- Table 58. Newell Brands Home Fragrances Product Overview
- Table 59. Newell Brands Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 60. Newell Brands Business Overview
- Table 61. Newell Brands Home Fragrances SWOT Analysis
- Table 62. Newell Brands Recent Developments
- Table 63. Inc. Home Fragrances Basic Information

- Table 64. Inc. Home Fragrances Product Overview
- Table 65. Inc. Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 66. Inc. Home Fragrances SWOT Analysis
- Table 67. Inc. Business Overview
- Table 68. Inc. Recent Developments
- Table 69. Reckitt Benckiser Group Plc Home Fragrances Basic Information
- Table 70. Reckitt Benckiser Group Plc Home Fragrances Product Overview
- Table 71. Reckitt Benckiser Group Plc Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 72. Reckitt Benckiser Group Plc Business Overview
- Table 73. Reckitt Benckiser Group Plc Recent Developments
- Table 74. S. C. Johnson and Son Home Fragrances Basic Information
- Table 75. S. C. Johnson and Son Home Fragrances Product Overview
- Table 76. S. C. Johnson and Son Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 77. S. C. Johnson and Son Business Overview
- Table 78. S. C. Johnson and Son Recent Developments
- Table 79. Inc. Home Fragrances Basic Information
- Table 80. Inc. Home Fragrances Product Overview
- Table 81. Inc. Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 82. Inc. Business Overview
- Table 83. Inc. Recent Developments
- Table 84. The Procter and Gamble Co. Home Fragrances Basic Information
- Table 85. The Procter and Gamble Co. Home Fragrances Product Overview
- Table 86. The Procter and Gamble Co. Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 87. The Procter and Gamble Co. Business Overview
- Table 88. The Procter and Gamble Co. Recent Developments
- Table 89. IKEA Home Fragrances Basic Information
- Table 90. IKEA Home Fragrances Product Overview
- Table 91. IKEA Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 92. IKEA Business Overview
- Table 93. IKEA Recent Developments
- Table 94. Godrej Aer Home Fragrances Basic Information
- Table 95. Godrej Aer Home Fragrances Product Overview
- Table 96. Godrej Aer Home Fragrances Sales (K Units), Revenue (M USD), Price

- (USD/Unit) and Gross Margin (2019-2024)
- Table 97. Godrej Aer Business Overview
- Table 98. Godrej Aer Recent Developments
- Table 99. Seda France Home Fragrances Basic Information
- Table 100. Seda France Home Fragrances Product Overview
- Table 101. Seda France Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 102. Seda France Business Overview
- Table 103. Seda France Recent Developments
- Table 104. Voluspa Home Fragrances Basic Information
- Table 105. Voluspa Home Fragrances Product Overview
- Table 106. Voluspa Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 107. Voluspa Business Overview
- Table 108. Voluspa Recent Developments
- Table 109. Scent Air Home Fragrances Basic Information
- Table 110. Scent Air Home Fragrances Product Overview
- Table 111. Scent Air Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 112. Scent Air Business Overview
- Table 113. Scent Air Recent Developments
- Table 114. NEST Fragrances Home Fragrances Basic Information
- Table 115. NEST Fragrances Home Fragrances Product Overview
- Table 116. NEST Fragrances Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 117. NEST Fragrances Business Overview
- Table 118. NEST Fragrances Recent Developments
- Table 119. The Est?e Lauder Companies Inc Home Fragrances Basic Information
- Table 120. The Est?e Lauder Companies Inc Home Fragrances Product Overview
- Table 121. The Est?e Lauder Companies Inc Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 122. The Est?e Lauder Companies Inc Business Overview
- Table 123. The Est?e Lauder Companies Inc Recent Developments
- Table 124. Bougie and Senteur Home Fragrances Basic Information
- Table 125. Bougie and Senteur Home Fragrances Product Overview
- Table 126. Bougie and Senteur Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 127. Bougie and Senteur Business Overview
- Table 128. Bougie and Senteur Recent Developments

- Table 129. Bath and Body Works Home Fragrances Basic Information
- Table 130. Bath and Body Works Home Fragrances Product Overview
- Table 131. Bath and Body Works Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 132. Bath and Body Works Business Overview
- Table 133. Bath and Body Works Recent Developments
- Table 134. Aromame Home Fragrances Basic Information
- Table 135. Aromame Home Fragrances Product Overview
- Table 136. Aromame Home Fragrances Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 137. Aromame Business Overview
- Table 138. Aromame Recent Developments
- Table 139. Global Home Fragrances Sales Forecast by Region (2025-2032) & (K Units)
- Table 140. Global Home Fragrances Market Size Forecast by Region (2025-2032) & (M USD)
- Table 141. North America Home Fragrances Sales Forecast by Country (2025-2032) & (K Units)
- Table 142. North America Home Fragrances Market Size Forecast by Country (2025-2032) & (M USD)
- Table 143. Europe Home Fragrances Sales Forecast by Country (2025-2032) & (K Units)
- Table 144. Europe Home Fragrances Market Size Forecast by Country (2025-2032) & (M USD)
- Table 145. Asia Pacific Home Fragrances Sales Forecast by Region (2025-2032) & (K Units)
- Table 146. Asia Pacific Home Fragrances Market Size Forecast by Region (2025-2032) & (M USD)
- Table 147. South America Home Fragrances Sales Forecast by Country (2025-2032) & (K Units)
- Table 148. South America Home Fragrances Market Size Forecast by Country (2025-2032) & (M USD)
- Table 149. Middle East and Africa Home Fragrances Consumption Forecast by Country (2025-2032) & (Units)
- Table 150. Middle East and Africa Home Fragrances Market Size Forecast by Country (2025-2032) & (M USD)
- Table 151. Global Home Fragrances Sales Forecast by Type (2025-2032) & (K Units)
- Table 152. Global Home Fragrances Market Size Forecast by Type (2025-2032) & (M USD)
- Table 153. Global Home Fragrances Price Forecast by Type (2025-2032) & (USD/Unit)

Table 154. Global Home Fragrances Sales (K Units) Forecast by Application
(2025-2032)

Table 155. Global Home Fragrances Market Size Forecast by Application (2025-2032)
& (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Home Fragrances
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Home Fragrances Market Size (M USD), 2019-2032
- Figure 5. Global Home Fragrances Market Size (M USD) (2019-2032)
- Figure 6. Global Home Fragrances Sales (K Units) & (2019-2032)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Home Fragrances Market Size by Country (M USD)
- Figure 11. Home Fragrances Sales Share by Manufacturers in 2023
- Figure 12. Global Home Fragrances Revenue Share by Manufacturers in 2023
- Figure 13. Home Fragrances Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Home Fragrances Average Price (USD/Unit) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Home Fragrances Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Home Fragrances Market Share by Type
- Figure 18. Sales Market Share of Home Fragrances by Type (2019-2024)
- Figure 19. Sales Market Share of Home Fragrances by Type in 2023
- Figure 20. Market Size Share of Home Fragrances by Type (2019-2024)
- Figure 21. Market Size Market Share of Home Fragrances by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Home Fragrances Market Share by Application
- Figure 24. Global Home Fragrances Sales Market Share by Application (2019-2024)
- Figure 25. Global Home Fragrances Sales Market Share by Application in 2023
- Figure 26. Global Home Fragrances Market Share by Application (2019-2024)
- Figure 27. Global Home Fragrances Market Share by Application in 2023
- Figure 28. Global Home Fragrances Sales Growth Rate by Application (2019-2024)
- Figure 29. Global Home Fragrances Sales Market Share by Region (2019-2024)
- Figure 30. North America Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 31. North America Home Fragrances Sales Market Share by Country in 2023

- Figure 32. U.S. Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 33. Canada Home Fragrances Sales (K Units) and Growth Rate (2019-2024)
- Figure 34. Mexico Home Fragrances Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 36. Europe Home Fragrances Sales Market Share by Country in 2023
- Figure 37. Germany Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 38. France Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 39. U.K. Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 40. Italy Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 41. Russia Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 42. Asia Pacific Home Fragrances Sales and Growth Rate (K Units)
- Figure 43. Asia Pacific Home Fragrances Sales Market Share by Region in 2023
- Figure 44. China Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 45. Japan Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 46. South Korea Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 47. India Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 48. Southeast Asia Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 49. South America Home Fragrances Sales and Growth Rate (K Units)
- Figure 50. South America Home Fragrances Sales Market Share by Country in 2023
- Figure 51. Brazil Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 52. Argentina Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 53. Columbia Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 54. Middle East and Africa Home Fragrances Sales and Growth Rate (K Units)
- Figure 55. Middle East and Africa Home Fragrances Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 57. UAE Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 58. Egypt Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 59. Nigeria Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 60. South Africa Home Fragrances Sales and Growth Rate (2019-2024) & (K Units)
- Figure 61. Global Home Fragrances Production Market Share by Region (2019-2024)
- Figure 62. North America Home Fragrances Production (K Units) Growth Rate (2019-2024)
- Figure 63. Europe Home Fragrances Production (K Units) Growth Rate (2019-2024)
- Figure 64. Japan Home Fragrances Production (K Units) Growth Rate (2019-2024)

Figure 65. China Home Fragrances Production (K Units) Growth Rate (2019-2024)

Figure 66. Global Home Fragrances Sales Forecast by Volume (2019-2032) & (K Units)

Figure 67. Global Home Fragrances Market Size Forecast by Value (2019-2032) & (M USD)

Figure 68. Global Home Fragrances Sales Market Share Forecast by Type (2025-2032)

Figure 69. Global Home Fragrances Market Share Forecast by Type (2025-2032)

Figure 70. Global Home Fragrances Sales Forecast by Application (2025-2032)

Figure 71. Global Home Fragrances Market Share Forecast by Application (2025-2032)

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