

Air Freshener Market in Asia Pacific 2022 - Snapshot

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Abstracts

Air fresheners are pervasive within indoor built environments, such as workplaces, schools, housing, transportation, hotels, hospitals, care facilities, and a range of private and public buildings. These products are designed to impart an aroma to the air environment or to mask odors, with the intent of creating a pleasing indoor space. Gen Consulting Company predicts the air freshener market in Asia Pacific will grow from USD 2,417 million in 2021 to USD 2,801 million by 2028, achieving a compound annual growth rate (CAGR) of 3.1 percent. Rising demand for air care and increase in concerns over indoor air quality have led to a high demand for air fresheners worldwide. The demand is further fueled by the rapid growth in car sales, surge in number of pet ownerships, and increase in consumers' willingness to use premium air fresheners.

This industry report offers market estimates of the Asia Pacific market, followed by a detailed analysis of the product type, and country. The Asia Pacific market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, scented candles/burners, slow release, others. The slow release segment is estimated to account for the largest share of the air freshener market in Asia Pacific. Air freshener market is further segmented by country: Australia, China, India, Indonesia, Japan, Malaysia, Philippines, South Korea, Thailand, Vietnam, Others.

The Asia Pacific air freshener market is highly competitive. The report also includes the profiles of leading companies such as Bullsone Co. Ltd., Car Mate Mfg. Co. Ltd., Dabur India Ltd., Godrej Group, Guangzhou Houdy Cosmetics Co. Ltd., Harukado Co. Ltd., Hebei Kangda Co. Ltd., Kobayashi Pharmaceutical Co. Ltd., LG Group, Reckitt Benckiser Group plc, S. T. Corporation, S.C. Johnson & Son Inc., The Procter & Gamble Company (P&G), The Yankee Candle Company Inc.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive market assessment across the major geographies, the report is a

valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the Asia Pacific Air Freshener Market

Identify segments/areas to invest in over the forecast period in the Asia Pacific Air Freshener Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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Car Mate Mfg. Co., Ltd.

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Godrej Group
Guangzhou Houdy Cosmetics Co., Ltd.
Harukado Co., Ltd.
Hebei Kangda Co., Ltd.
Kobayashi Pharmaceutical Co., Ltd.
LG Group
Reckitt Benckiser Group plc
S. T. Corporation
S.C. Johnson & Son, Inc.
The Procter & Gamble Company (P&G)
The Yankee Candle Company, Inc.

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