

Air Freshener Market in Australia 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. The air freshener market in Australia is likely to register a CAGR of over 1.1% with an incremental growth of USD 11 million during the forecast period 2022-2028. 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 Australia market, followed by a detailed analysis of the product type. The Australia market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, scented candles/burners, slow release, others. According to the research, the aerosols segment had the largest share in the air freshener market in Australia.

As of 2021, the major players in the Australia air freshener market were Reckitt Benckiser Group plc, S. C. Johnson & Son Inc., The Procter & Gamble Company (P&G), The WD-40 Company.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive coverage of the market across different market segments, 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 Australia Air Freshener Market

Identify segments/areas to invest in over the forecast period in the Australia 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.

Print authentication provided for the single-user license.

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S. C. Johnson & Son, Inc.

The Procter & Gamble Company (P&G)

The WD-40 Company

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