

Air Freshener Market in China 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 China market is projected to rise by USD 66 million by 2028, according to a new report by Gen Consulting Company. It is anticipated to expand at a CAGR of 5.5 percent during the forecast period. 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 China market, followed by a detailed analysis of the product type. The China market data on air freshener can be segmented by product type: aerosols, car, scented candles/burners, slow release. The slow release segment held the largest share of the China air freshener market in 2021 and is anticipated to hold its share during the forecast period.

The China air freshener market is highly competitive. Key companies profiled in the report include S.C. Johnson & Son Inc., Guangzhou Houdy Cosmetics Co. Ltd., Hebei Kangda Co. Ltd., Guangzhou Liby Enterprise Group Co. Ltd., Farcent Enterprise Co. Ltd., Kobayashi Pharmaceutical Co. Ltd., The Procter & Gamble Company (P&G), Nice Group Co. Ltd., China Lvdao Technology Co. Ltd., Amway Corp.

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 China Air Freshener Market

Identify segments/areas to invest in over the forecast period in the China 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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S.C. Johnson & Son, Inc.

Guangzhou Houdy Cosmetics Co., Ltd.

Hebei Kangda Co., Ltd.

Guangzhou Liby Enterprise Group Co., Ltd.

Farcent Enterprise Co., Ltd.

Kobayashi Pharmaceutical Co., Ltd.

The Procter & Gamble Company (P&G)

Nice Group Co., Ltd.

China Lvdao Technology Co., Ltd.

Amway Corp.

PART 6. METHODOLOGY

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