

Air Freshener Market in Europe 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. According to market research study published by Gen Consulting Company, the air freshener market in Europe is expected to reach approximately USD 3,650 million, representing a CAGR of 1.3% 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 Europe market, followed by a detailed analysis of the product type, and country. The Europe market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, scented candles/burners, slow release, others. Among these, the plug in/electric segment was accounted for the highest revenue generator in 2021. Air freshener market is further segmented by country: Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Spain, Sweden, UK, Poland, Others. UK is estimated to account for the largest share of the air freshener market in Europe.

The prominent players operating in the Europe air freshener market include Reckitt Benckiser Group plc, S.C. Johnson & Son Inc., The Procter & Gamble Company (P&G), Werner & Mertz GmbH, 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 Europe Air Freshener Market

Identify segments/areas to invest in over the forecast period in the Europe 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.
The Procter & Gamble Company (P&G)
Werner & Mertz GmbH
The Yankee Candle Company, Inc.

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