

Air Freshener Market in Germany 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 market size of the air freshener industry in Germany is expected to rise by USD 57 million with a CAGR of 1.6% by the end of 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 Germany market, followed by a detailed analysis of the product type. The Germany market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, scented candles/burners, slow release. According to the research, the scented candles/burners segment had the largest share in the air freshener market in Germany.

Key companies profiled in the report include Reckitt Benckiser Group plc, S. C. Johnson & Son Inc., The Procter & Gamble Company (P&G), Werner & Mertz GmbH.

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 Germany Air Freshener Market

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

Contents

PART 1. SUMMARY

PART 2. INTRODUCTION

Study period

Geographical scope

Market segmentation

PART 3. AIR FRESHENER MARKET OVERVIEW

PART 4. MARKET BREAKDOWN BY PRODUCT TYPE

Aerosols

Car

Plug in/electric

Scented candles/burners

Slow release

PART 5. KEY COMPANIES

Reckitt Benckiser Group plc

S. C. Johnson & Son, Inc.

The Procter & Gamble Company (P&G)

Werner & Mertz GmbH

PART 6. METHODOLOGY

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