

Air Freshener Market in India 2022 - Snapshot

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Date: August 2022

Pages: 37

Price: US\$ 125.00 (Single User License)

ID: AD59D1504655EN

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 in India market is expected to increase by USD 103 million, at a compound annual growth rate (CAGR) of 8.7% from 2022 to 2028, according to the latest edition of the Air Freshener Market in India Report. 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 India market, followed by a detailed analysis of the product type. The India market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, slow release. The slow release segment held the largest revenue share in 2021.

The competitive landscape of the industry has also been examined along with the profiles of the key players Godrej Group, Dabur India Ltd., Reckitt Benckiser Group plc, The Procter & Gamble Company (P&G).

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 India Air Freshener Market

Identify segments/areas to invest in over the forecast period in the India 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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Reckitt Benckiser Group plc

The Procter & Gamble Company (P&G)

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