

Air Freshener Market in Indonesia 2022 - Snapshot

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Date: August 2022

Pages: 38

Price: US\$ 100.00 (Single User License)

ID: A5ECECCAC5B6EN

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 Indonesia market size is projected to grow by USD 9 million from 2022 to 2028, registering a CAGR of 3.7 percent, according to a new report by Gen Consulting Company. 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 Indonesia market, followed by a detailed analysis of the product type. The Indonesia market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, slow release, others. In 2021, the plug in/electric segment made up the largest share of revenue generated by the air freshener market.

The air freshener market in Indonesia comprises only a handful of players such as Godrej Group, S.C. Johnson & Son Inc.

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 Indonesia Air Freshener Market

Identify segments/areas to invest in over the forecast period in the Indonesia 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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Godrej Group

S.C. Johnson & Son, Inc.

PART 6. METHODOLOGY

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